

NOVEMBER 2021 | ISSUE N° 25 \$3.99

STORE

ROBBY 诺贝

圣诞来了

HECTOR SERRANO

ANSWERS OUR 16 QUESTIONS

诺贝设计师专访
诺贝与赫克托·塞拉诺
16个问答
抛出圣诞的橄榄枝

KOO75 AND KOOEVO

FROM THE SAME FAMILY
BUT VERY DIFFERENT

酷75 & 酷75-2
用初心去启发灵感
用恒心去实现梦想
用匠心去进行创新

EMMAII AND LISA

IN VARIETY
IS THE TASTE

艾玛II & 丽莎
用经典产品
带出缤纷圣诞

5 WHEELS TO HIGHLIGHT STYLE

5

5款脚轮
让诺贝的年轮
伴你度过每一个圣诞

Welcome to the movement!
We will show you our products in yours lifestyles, we will detail in an article all their values and we will convey great ideas to decorate your spaces, we will also share you an interview with a designer from every place in the world every month. We will become a design community. Do you join the Robby community?

一起来，转出生活新精彩！~
也许你一直没发现，但诺贝的产品却一直与你的生活同在。这一期诺贝杂志的内容，对你的冲击可不止眼球，还有你的灵感思维，当你还在烦恼空间装饰的时候，我们创新大胆的想法已猛烈来袭，我们还会每期与你分享来自世界各地的设计师所接受诺贝的专访。亲，你就别犹豫、别怀疑了，这里就是设计时尚的潮流尖端，让我们一起来转出生活新精彩吧！

Raymond Pan
General Manager

Christine Pan
Sales Manager

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揭开生活新篇章

04

K0075 AND K00EVO

Both are part of the same family, although they behave as independent designs from each other and with different technical characteristics but share their elegance, innovation and quality of material.

点到线，线到面
细节决定不同
相同的是其
高质、优雅与创新

酷
75
酷
75
II

12

HÉCTOR SERRANO

His projects combine innovation with the communication of familiar ideas in an unusual and inventive way and his practice is divided into Product Design, and Spaces, under the trade name of Borealis.

用心沟通
用心设计
诺贝设计师专访
带你从不同方面认识
赫克托·塞拉诺

赫克托·塞拉诺



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5 WHEELS TO HIGHLIGHT STYLE

Our monthly articles are always based on our experience, we know and differentiate which wheel is best for each sector. Find out which of our models stand out for their style!

风格需要细节来彰显
认识诺贝不一样的
5款脚轮
彰显家具独特风格

彰显风格的5款脚轮

16

EMMA II AND LISA

We manufacture many types of wheels so that our clients have a wide possibility to choose according to their needs. Like these two wheels that are completely different from each other.

经典不因时间而褪色
用经典产品带出
圣诞的缤纷多彩

艾玛II 丽莎



KOO 75 酷75

And without realizing it we are starting December, the last month of the coming year always full of emotions and commitments and of course the end of the year parties.

It is time to review everything that we lived in the year and to rethink new objectives for the following year, a month of pure reflection and full of feelings.

The word “celebration” is synonymous with December, the time has come to see the streets decorated with Christmas decorations and breathe that beautiful and unique holiday spirit.

If you have a store you will have to be prepared in advance to receive your customers with the best atmosphere and immerse them in this Christmas season.

The time of Christmas shopping is to enjoy and choose the style with which we will decorate the home this year and to accompany a stylish store we have decided to use our Koo75, a totally sophisticated wheel model that you can find with or without brake and you can choose its chassis and its shot in the colors you want. Best of all, its 85kg load capacity per wheel!

12月，作为一年最后的一个月就在不知不觉间到来了

12月，总承载着喜悦与期待
承载着对本年收获的喜悦
承载着对下一年美好的期待

12月，一个充满仪式感的月份
一个充满圣诞欢乐的月份

街道闪亮的灯饰、商店橱窗温馨的布置
大小大小的一切令我们感受到了
12月圣诞的浪漫气息

如果你拥有一间自己的店铺
如果你正考虑如何布置来
让客户感受最浓烈的圣诞气氛
你可选择中空系列的酷75

镜面般的铬支架映射出氛围的纯粹
经典的黑白搭配、分明的脚轮线条
百搭各系列的家具之余
能完美地融入圣诞三色

单个脚轮动态承重高达85公斤
令中空的酷75华而不奢、雅而不俗





简约、优雅、收放自如
不同的尺寸及颜色任君选择
静压承重为150公斤
这就是诺贝的活动层板支架
弹簧支架

SHELF SUPPORT Did you know that we not only manufacture and design casters? At Robby, we are also experts in manufacturing excellent quality hardware, with which you will have total security and guarantee that what you hold is in good hands. For this model we manufacture in white or chrome but if you want we can also do it in black. It is available in different sizes from 195mm, 240mm, 290mm to 340mm and its load capacity per pair used is 150kg.







How beautiful it is to go out for a walk at this time of year, walking at this the holiday season is magical, every corner of the city dresses in ornaments and brings out its best facades. Shops or restaurants that are transformed into romantic Christmas movie sets, like those we see in the cinema.

If you are one of those who take care of every detail then you cannot miss your red wheels, like this version of Emma II that we manufacture exclusively for this date. A wheel that is perfect for use at different spaces thanks to its design and its tread made of transparent red polyurethane that, combined with its chrome chassis gives it the necessary touch of elegance. A resistant wheel with many coupling possibilities, recyclable, it does not mark the ground and you can choose with or without a brake. This caster has it all!

圣诞因内心情感的表达而变得温馨
城市因圣诞的装饰而变得与众不同
此时此刻，漫步街道，
你会发现浪漫电影的一幕幕场景
变成了眼前带圣诞装饰的商店和餐厅

细心再看
你会发现一个为圣诞而设的艾玛II
与平时的透明颜色不同
圣诞艾玛晶莹“红”透
与铬色支架搭配
质感就此显现
脚轮带有的PU软包边
更适用于硬地板
静音、不留痕
有制、无制，平底、丝头、插杆，
50mm、75mm，带轴承与不带轴承
之间的选择
令艾玛II的使用范围变得更广

Design office founded in London in 2000. Our projects combine innovation with the communication of familiar ideas in unusual and inventive ways. His practice is divided into Product Design, under his own name and Spaces, under the commercial name of Borealis.

The office has received different awards such as the “Peugeot Design Award” and “The Premio Nacional de Diseño No Aburridos”, the second prize on the New Bus for London competition with Miñarro García and Javier Esteban and Designer of the Year 2009 by AD magazine.

When designing, what superpower would you like to have?
Being able to put myself in the skin of whoever will use the object in order to understand the needs and problems that must be solved.

What do you value most in the design of a furniture wheel?
Make it simple, integrate with the object and evidently that turn perfectly.

What if you had to design an object to put wheels what would it be?
A clothesline, I do not understand how they do not have wheels!

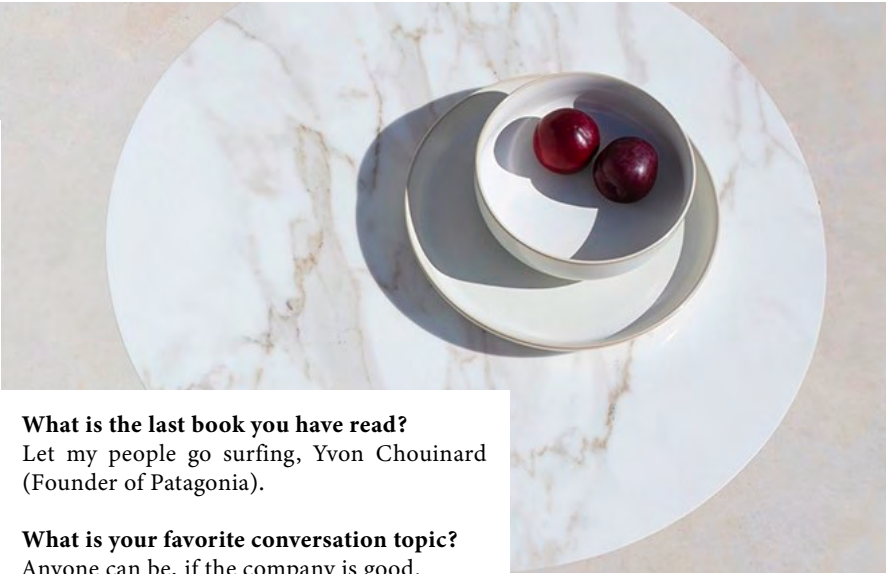
If you could go to dinner with a designer, who would you go with?
With many, but if I had to choose one would be Achille Castiglioni. A few years ago I visited his museum studio and I liked seeing the wit, humor and stories behind each object, it would be very nice to hear it from his own voice.

In what influential period of design would you like to be born?
In which I am, we are in a time of constant change with the digitalization of society, industry, material, etc... and this affects how we design, manufacture and we market everything that surrounds us.

Would you prefer to travel to the future or to the past?
Well, the two options are good but surely the future, I’m attracted to the unexpected, what I have not lived, I’m curious about how our world will be in 1000 or 2000 years.

¿How would you describe yourself in 3 adjectives?
Curious, clueless and persistent.

If you could learn to do something new, what would you choose?
More than learning something new I would like to improve my Surfing.



What is the last book you have read?
Let my people go surfing, Yvon Chouinard (Founder of Patagonia).

What is your favorite conversation topic?
Anyone can be, if the company is good.

What is the best memory of your childhood?
The sea.

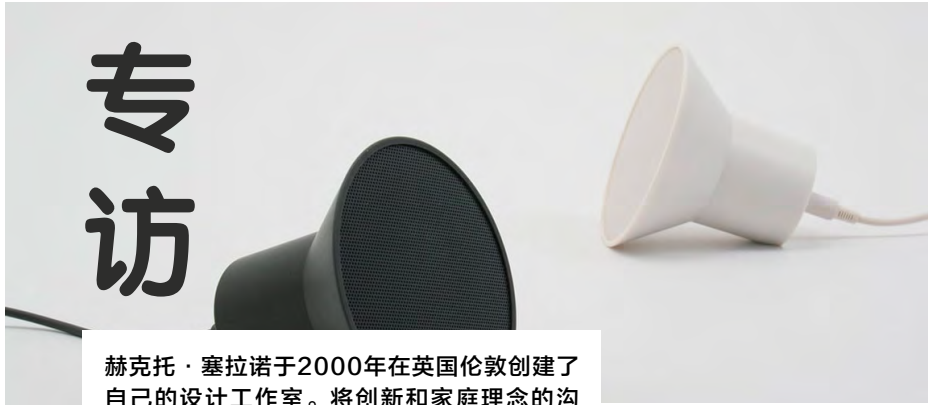
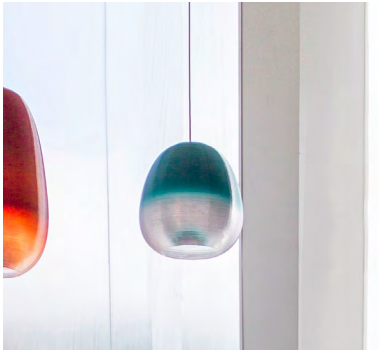
What is the rarest object in your room?
Stranger not but if the most precious is a drawing of my daughter Maya

What could we find in your garbage basket?
In the study mainly paper, at home of all, unfortunately many plastic containers

Which of your designs would you choose to survive a zombie attack?
Hahahaha a long time ago I designed a crucifix, I don’t think it would serve to defend myself from the zombies but it is the closest thing.

If you could stay your whole life with the same age, what would it be?
I would have stood at 40, but I think it will be difficult.

If you were to write a book, what name would you give it?
I have no idea.



赫克托·塞拉诺于2000年在英国伦敦创建了自己的设计工作室。将创新和家庭理念的沟通相结合令设计室由创立至今收获各大小不同的奖项，如标致设计奖，AD杂志2009年度设计师等。

在设计的时候，你希望自己能拥有怎样的超能力呢？
希望自己能够化身到用户皮肤中，去感受他们的所需和所要解决的问题。

在家具脚轮设计方面，你最重视什么？
简约，能与家具完美地融为一体，还有，要转动顺畅。

如果你要设计一个带脚轮的家具，你会设计什么呢？
晾衣架，我真不明白它们怎么能没有脚轮呢！

如果你有幸能和一位梦寐以求的设计师共享晚餐，你会选择谁呢？
很多哦，如果一定要选一个的话，我选意大利设计师阿切勒·卡斯蒂格利奥尼。几年前我看过他的工作室博物馆，我很想了解每个作品背后的智慧，幽默和故事，如果能够听到那位设计师的声音就最好了。

你想出生在哪个对设计有影响的年代？
我现处的这个年代，随着社会，工业，物质等的数字化，我们正处一个变化多端的年代，而这正影响着我们的设计，生产和营销等围绕在我们身边的一切一切。

如果能进行时空穿梭，你是想去未来还是想回到过去？
两个都是好的选择，但是我肯定会选去未来，意想不到的东西足以吸引我，我还没生活过的未来，我真的很好奇1000年或者2000年后我们的世界是怎样的。

用三个词形容一下你自己
好奇的，糊涂的，执着的。

如果你可以学新的东西，你想学什么呢？
别说学习新的东西了，我想把冲浪技术提高一下。



你最近读过哪本书？
伊冯·乔伊纳德的《冲浪板上的公司》。

你最喜欢谈什么话题？
只要谈话的对象是对的，谈什么都可以。

你童年最美好的回忆是什么？
大海。

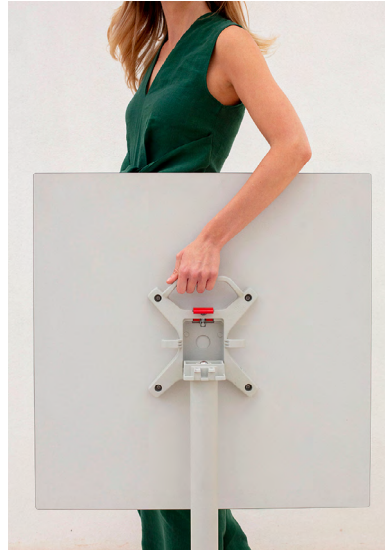
你房间里面最奇怪的东西是什么？
最奇怪的东西倒没有，不过最珍贵的是我女儿Maya的一幅画。

我们能够在你的垃圾篓里找到什么？
如果是在工作室的话，主要是纸，如果是在家的话，什么都有，但很遗憾地说一句，大多数是塑料包装。

如果像美剧《行尸走肉》的时代来临了，你会选择自己的哪一款作品幸存呢？
哈哈哈哈哈，很久以前我设计过一个十字架，尽管我觉得这并不能在僵尸群中保我平安，但我觉得这是最接近提问的选择。

如果你可以冻结年龄，你希望自己永远停留在几岁？
我会选40岁，不过我觉得这很难。

如果你要写一本书，那这本书的书名是什么呢？
我自己也不知道。



5 WHEELS TO HIGHLIGHT STYLE

彰显风格的5款脚轮

At Robby, we manufacture and design more than 40 models of furniture casters, and each with different options of couplings, in addition, most have an option with or without brake brake and in terms of colors are fully customizable, so we offer an infinity of options to be able to adapt them to the maximum needs of each client. Within our extensive catalog, we have different categories so that each wheel stands out in its more appropriate space although for the imagination there are no limits. In this article, we will focus on the wheel design for furniture presenting only 5 of them.

一款又一款自主设计研发及制造的脚轮见证了诺贝的成长，而诺贝的“年轮”也伴随着你我身边的一切。这一期，诺贝会选出5款彰显风格的脚轮作为成长系列的答卷，邀请大家来共同见证。

#1 Emma II. The second member of the Emma family, under the same transparency but with a different design. It is ideal for chrome or mirrored furniture since it will give the feeling of being part of it; or wooden furniture where it will give the feeling that they are levitating. The chassis is made of chromed iron, the wheel of polycarbonate, and the tread is made of polyurethane. These wheels are manufactured under the EN 12528 standard and are 100% recyclable, they are stylish and their simplicity makes them special. Available with or without brakes and in different sizes.

#1 艾玛II

镁光灯下，镀铬的镜面映射出闪耀，走进细看才发现家具下拥有一套灵动的“艺术品”——艾玛II。“艺术品”由高质原料制造，环保无毒。铬色的铁支架配上水晶般通透的胶轮，家具优雅风格得以彰显。脚轮带有的PU软包边令脚轮能静音优雅地转动且不留任何痕迹。精选艾玛I最受欢迎的尺寸：50mm和75mm，在艾玛I的基础上简约了胶轮的线条。越不繁，越不凡！



#2 Lisa. One of a kind, with personality, a wheel that due to its slender shape and its silver body will not go unnoticed, whoever sees it will find in it a very elegant and semi-industrial design, ideal for factory-style, industrial, red brick environments. and also minimalist spaces. A wheel manufactured with its chassis in iron and tread in tpe, with a variety of couplings available: 46X46 and 60 × 60 plate and metric 10 × 15, 8 × 15, and 6 × 25, it is also 100% recyclable, of plain bearing and does not mark the ground. You can choose with brake or without brake.

#2 丽莎

铁支架、铝边轮、TPE包边加上哑光银灰的脚轮主色调彰显家具轻工业风格。丽莎——工业风装饰首选脚轮。50mm和75mm的脚轮直径、带制手和不带制手、不同的连接配件随你选！个性丽莎，无惧张扬！



#3 Koo75. The chosen one for clothing stores, pure design direct to the showcase to show off with the new fashion season. This wheel model is high-end, designed for customers who value good quality and take care of details, to the touch you can appreciate the softness of its material and the excellent finish in its manufacture, its chassis is made of Zamak and the band of 95° shore polyurethane tread. Its design makes it unique and meets all the requirements to be highly functional and with a bearing capacity of 85kg for each wheel. Made in standard colors, such as gray and white or black and white in combination with chrome. It has a wide variety of couplings so that they can be configured according to its intended use, options such as Plate 47x47, pin 11x22 and metric pin M8x15 and M10x15 and we also offer to complement the coupling “pin 11x22” a system created and patented by us to avoid annoying noises when the chair engages with the wheel, our special “Silence System” to improve the user experience.

#3 酷75

越来越多的商家意识到作为潮流新品指向标的橱窗设计布置的重要性。逢年过节，为吸引消费者眼球，商家们使出浑身解数，橱窗的装饰更是争相斗艳。要在众多缤纷的橱窗布置中脱颖而出，脚轮“酷75”能助你一臂之力。作为新品广告牌的安全点——酷75拥有强壮的锌合金支架，PU静音包边及精密的轴承，脚轮单个承重高达85公斤。而作为新品广告牌不可忽视的设计部分——酷75本身就是“新品”，打破传统脚轮中轴的设计，中空的外观，完美镀铬的表面，黑、白、灰的常规中性色调加上轮廓分明的线条，足以彰显时尚风格！



#4 KooEvo. Undoubtedly one of our “best sellers” in this sector, those who see them for the first time fall in love and those who already know them, admire them every time they see them. Koo Evo is a robust and revolutionary design, an evolution of our KOO 75 that has inspired us to create an entire family. At Robby, we are constantly on the move and we update our designs to better respond to the needs of our customers, both aesthetic and functional. Available in three colors, black, gray, and red in combination with chrome, our patented “Silence system” can also be applied and optional with or without brake.

#4 酷75-2

一次见面，足以爱上！酷75-2无疑是诺贝最受欢迎的脚轮。由酷75演变，分明的棱角线条变得柔和优雅，然而脚轮的“内在”从未改变——她依然拥有精密的轴承、依然拥有强壮的锌合金支架和走过不留痕的静音PU包边，经典的铬、黑、灰、红更从未因岁月的流逝而褪色。轮如人生，经过岁月的洗礼，外在的从容结合内里的强大，彰显出不一样的迷人风格！



#5 Olym. It will be the last on the list but no less important, if you still do not know it we anticipate that it is a spectacular design, one of the favorites of the public for its color combinations and chrome finish, in rose gold, white, black and gray. Available in 60mm and 75mm, with or without brake, a design wheel that is distinguished by its hole in the middle and by its slim body, which stands out and perfectly accompanies good taste. One of our star wheels, strong, safe, and very beautiful, you can see our catalog to discover its different sizes and accessories.

#5 奥林

说到诺贝中空系列的脚轮，除了双轮的酷系列，还有单轮的奥林系列。拥有60mm和75mm的脚轮直径，纤细的锌合金支架搭配静音单轮更显总体的轻盈灵活，自定义的颜色搭配，多种不同连接配件的选择令“奥林”使用变得广泛、令“奥林”的设计变得无限.....



LISA

We continue Christmas shopping to decorate our homes, companies, or workspaces and put them in tune with the time of year, because although many of us deny these dates sooner or later we end up giving in and getting infected with this festive spirit, after all there is always a reason to celebrate.

While we were setting up this scene we have noticed that Lisa has been great with her semi-industrial style, with its iron body and aluminum wheel it complements perfectly, the ideal pair for exposed brick walls and pipes. A different wheel that stands out from the rest due to its slim body and is available with or without a brake.

丽莎

总有一个理由

让你想把自己的家或工作空间

布置得美美的

或者，圣诞的来临就正好是这个理由

面对砖墙，管道外露的典型工业风格装饰

你需要一款轻工业风格设计的脚轮来衬托

铁支架与铝轮的完美金属搭配

哑光银灰色为主调

加上黑色的TPE软包边

丽莎——你空间变美的理由！





KOO EVO

Spending time looking at all the Christmas decorations that a bazaar can offer us is one of the most pleasant moments of the pre-parties, if you take the time to discover each object, you would be surprised with the things that you can find. There is a great variety of objects, shapes and designs for all styles and although red, green, gold and silver colors predominate, there are also, very original colors to decorate Christmas.

Small stands like these serve to show off the products that we want to highlight, undoubtedly a good sales strategy and for this furniture we have decided to complement it with the style of the Koo Evo and, a perfect combination of red brake with the chrome body following the same line of Christmas colors. A caster that has it all with a special nano environmental protection layer to insulate it from mold and moisture. Impossible that it goes unnoticed, if you choose it, it is because you have fallen in love, like us.



如果你要感受圣诞的气氛
圣诞集市是你必去的地方
窝心的你定会发现惊喜就在细节间
集市的移动摊选取了一款
设计特别的中空系列脚轮
脚轮由流畅光滑的点、线、面组成
锌合金支架的铬色让一切变得闪耀
PU软包边的黑色加上
符合人体工程学设计的制手的红色
仿佛让脚轮戴上了一醒目的圣诞帽
是转动，是停留，随你心.....



酷75-2

凭着独特的工艺和设计
改变世界对中国
产品的不良印象



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www.robbycasters.com



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