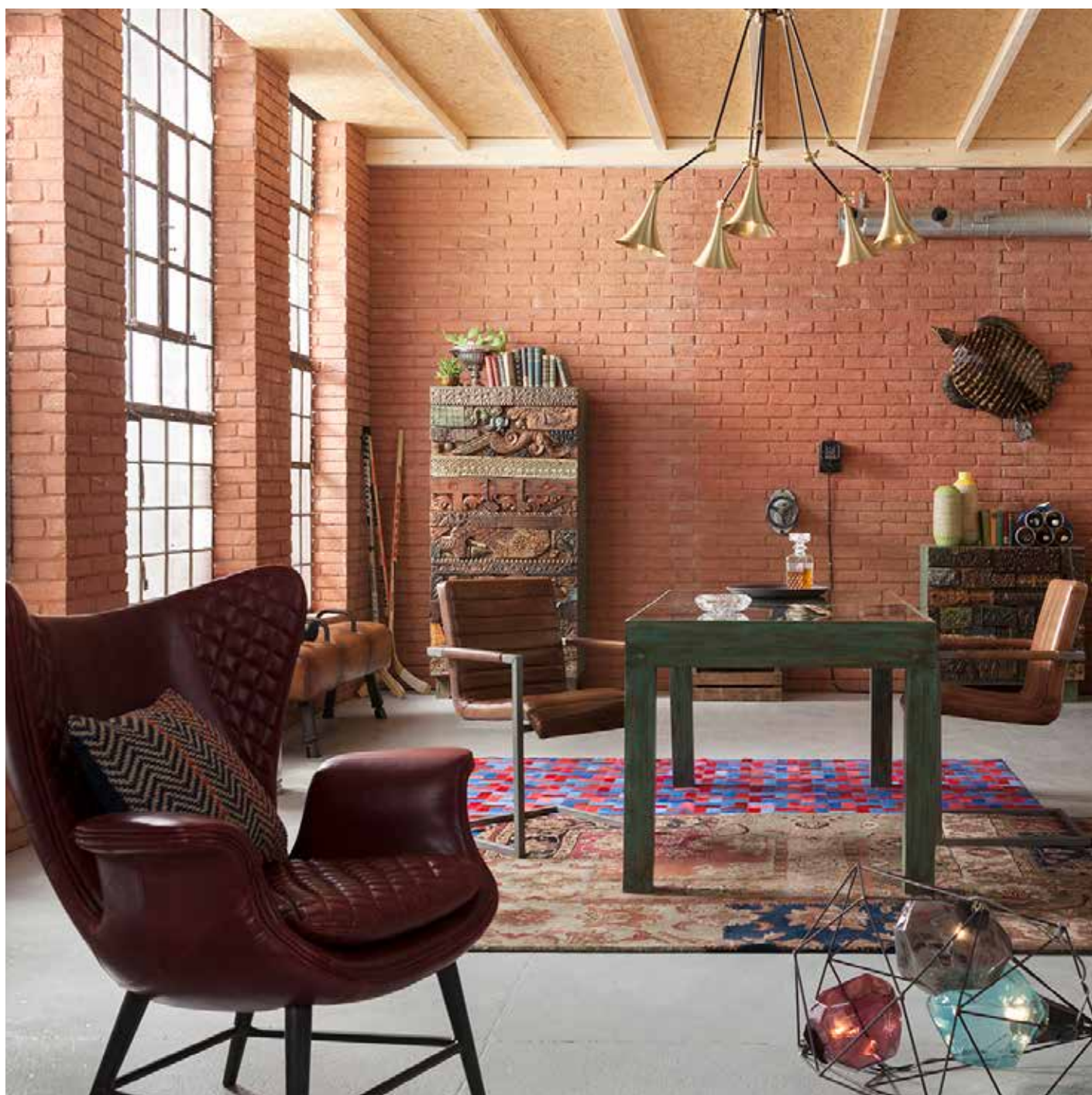


# GEWENA

Manufacture



New York  
COLLECTION

## OTHER COLLECTIONS

Mediterranean Collection

Modern Elegance Collection

Design Collection

Rockstone Collection

## CONTENT

04	The Company
06	New York Collection
20	More References
22	The Color? Your Choice

# Beauty alone is not enough!



It all started on a weekend in 1993 in a fairly romantic way. On the way from Austria to Düsseldorf I stopped in Laufen because I had been invited to a party. That's where I met my future wife Andrea.

Right after that I quit my job as the manager of a garden center, moved to Germany and established my own company focusing on the revegetation of hospitals with potted plants.

Once the company was no longer doing so well as a result of cuts to the health system I sought new business models.

I developed a method of producing artificial rocks to install in spas – and quickly followed up with new wall cladding types. Curiosity always drove me forward. I wanted to produce wall panels that not only look sophisticated, but are also environmentally friendly and flame-retardant, in contrast to polyester models available on the market.

Today GEWENA supplies customers around the globe, including major brands' fashion stores, restaurants, hotels and AIDA cruise ships.

A handwritten signature in black ink, which appears to read "Gerald Wernig". The signature is stylized and fluid.

– Gerald Wernig, CEO



# The company

Gewena produces luxurious wall paneling made of stone, timber, moss and glass that looks stunning and brings nature indoors. But in fact, those are perfect imitations – they're environmentally friendly, can be mounted while saving time and are available in countless designs.

„Traveling is my inspiration. I am full of ideas when I am on the move. I see something nice in nature, obtain the raw materials and take them home where we try to imitate it.“

– Gerald Wernig, CEO



## IMITATING NATURE

We take great pleasure in recreating nature by artistically imitating it. The laboratory for our experiments is the production hall in the Bavarian town of Petting. A large facility in which employees are applying color and exotic looking materials in many different ways until they can no longer be distinguished from their natural counterparts. We cater to any customer demands, adapt colors and structure individually. No wall should be like the other. However, the laboratory is

not only used for experiments, this is also where aspects are discussed, planned and where team members have a laugh together.





Michael Großbötzl from „Wand Werk“ in Linz, Udo Franzen from „123-wandgestaltung“ in Oldenburg and Peter Marchl from „AdiK“ in St. Marein are three Gewena dealers running their own business and providing input for new plans. Together we are experimenting with plenty of commitment and enthusiasm. Once a suitable method has been established, the partners are tasked with manually producing the walls on site at customer premises. It is like „genuine haute couture“.



For expectations to convert to results – and because these men quickly lose sight of the relation between development costs and economic benefit – two women watch the company's finances closely: Anna Volk, 66, who has been responsible for sales, marketing and accounting since 2003 and Wernigs wife Andrea Nickolai, 50, who looks after Gewena's accounting in addition to her job as the manager of a private hospital. A division of responsibilities that works like clockwork.





# New York

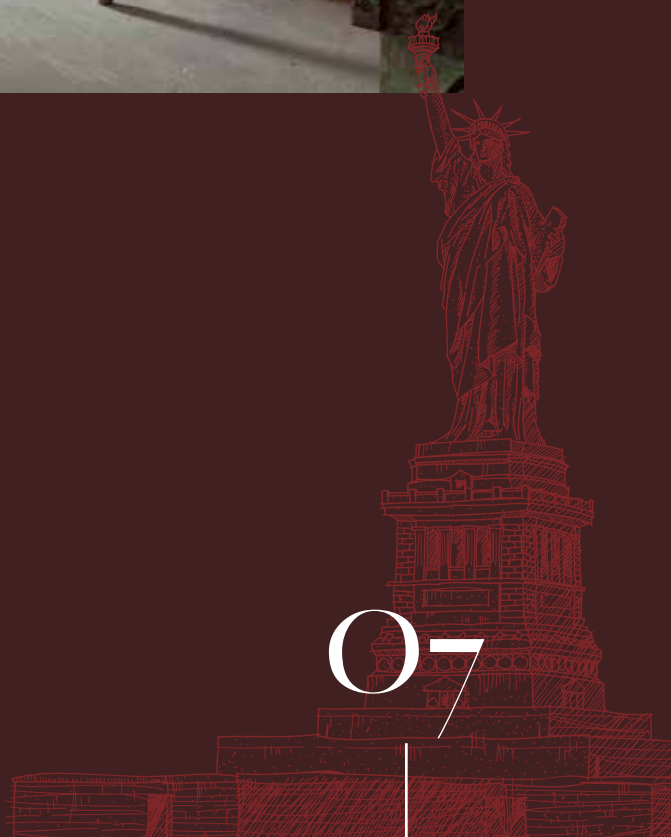
COLLECTION

„I remember coming to New York in 1974. I remember the first morning getting up and walking around the streets, and I thought, ‚I’m home.‘ I felt really at peace here.“

– Anthony Hopkins



# Bricks









# URBAN



# VIBES

For this collection we were inspired by the remarkable brick buildings of New York, that were build after the industrial revolution in the 19th century. Billions of bricks shaped the iconic city as it stands today. Our Collection brings a piece of New York into your home.











I 2

























# Brick Types

CHOOSE YOUR STYLE



MANHATTEN



BRONX



BROOKLYN



QUEENS



LITTLE ITALY

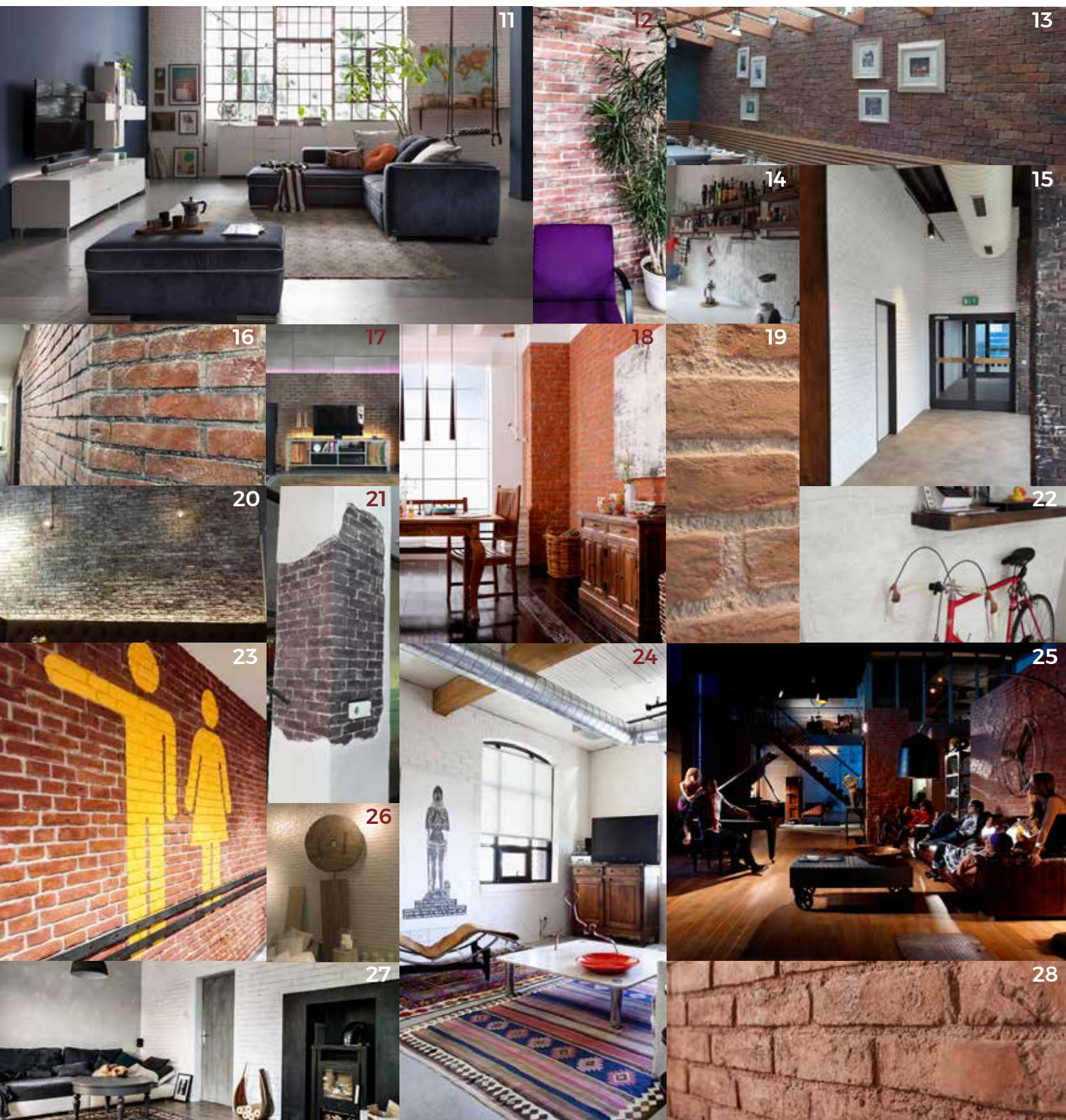
# New York

## REFERENCES

On the following pages we present you more pictures we are proud of. Some of the are real projects, some were made at the construction site and others came from happy customers. We hope you enjoy our environmentally friendly wall panels.









# The color? Your choice

## R A L C O L O R S T A N D A R D



We use the standardized RAL color system for our walls. This color system ensures color fastness in every project. You can either pick your favorite tone out of more than 200 different colors or combine them to to a unique wall paint.

## O U R R E C O M M E N D A T I O N S

**For Brick Walls**  
red tones, bicolor,  
shades of white



Layout & Design: Minuteman OG  
Credits: Gewena Manufacture

All rights reserved. Colors may vary.  
Errors and omissions excepted.

## **Gewena Stone Manufaktur**

Bahnhofstraße 48  
83410 Laufen, Germany

Tel: 0049 8686 98 48 304

E-Mail: [info@gewena.com](mailto:info@gewena.com)

Web: [www.gewena.com](http://www.gewena.com)