

# RYE



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Sleep is a place of rest - and that is how it should stay. However, in a world where constant progress is being celebrated, even the bed industry has changed its' perception of sleep and reduced the sleeping hours to a simple condition for the waking hours. We are told again and again that 'we need to sleep well in order to perform better' while having slowly forgotten the inherent value of sleep itself - a quiet refuge, a state of tranquil being. RYE is a pursuit of this value, an attempt to identify the essence of the bed and to give you back sleep.

Oliver Brunsø  
CEO

Alexander Brunsø  
CEO, M.A.

# Sleep



Modern society seems to have forgotten the meaning of the night-time, and so sleep today is being colonized with ideas of constant availability. Bed features such as integrated phone chargers and apps that track how you sleep, only attach people further to the restlessness of the daytime and seem to neglect the redeeming potential of the bed. We always considered the bed as a place of *being* rather than of *doing*. A space where mind and body are not separated but rather integrated.

Our work is a tribute to sleep. We do not view the bed as a technical object - a materialization of sleep as something useful or performance driven. Rather we define the bed as a representation of a beautiful state of being. In our work with design, we translate this philosophy directly towards the aesthetics of calmness; a bed with no unnecessary ornaments or functions but a pure ascetic object - as simple as sleep itself.









# Alken

Design by Oliver & Lukas WeissKrogh



## THE BED

Sleep is essentially about letting go. It is a state of being which not only provides calm, but which also requires calm to arise. With this in mind the prize-winning Alken Bed was designed by Oliver & Lukas WeissKrogh, as an ascetic interpretation of sleep, shaped from solid oak wood. The characteristic beauty of this particular wood is highlighted in the iconic headboard hovering above the frame, displaying the natural patterns appearing in the wood, and presenting each version of the bed with its own unique expression.

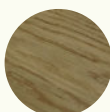
## OAK WOOD



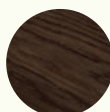
Soap



White oil



Natural oil



Smoked



Black



#### DIMENSIONS

The bedroom is the most intimate and private area in each home. This calls for a personal and unique piece of furniture as the framework for this calm space. Thus, the Alken Bed is made-to-measure to fit any bedroom - both available with and without the headboard. The bed is designed to accommodate a base and mattress from RYE, but may also accommodate other bases and mattresses - please contact your dealer or RYE directly for more information.



#### THE OAK

The story of every Alken Bed emerges from the seed of an oak tree and continues for more than a hundred years through slow growth in the forrest, before we source the wood from a local sawmill and then carefully shape it at the hands of our skilled craftsmen and women at our production facilities in The Danish Lake Highlands.









# Veng

Design by Oliver & Lukas WeissKrogh



## THE BED

Designed by Oliver and Lukas WeissKrogh the Veng Bed has a calm, classic expression and achieves its' character from the balanced combination of solid oak wood and linen upholstery. Textiles made from natural materials are not traditionally associated with beds. However, on hard surfaces these upholsteries are unsurpassed, and create a distinctive aesthetic quality, as the natural variation of the linen fibers create a certain tactile softness.

### LINEN



Sand



Clay



Dark grey

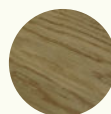
### OAK WOOD



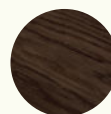
Soap



White oil



Natural oil



Smoked



Black



#### DIMENSIONS

The bedroom is the most intimate and private area in each home. This calls for a personal and unique piece of furniture as the framework for this calm space. Thus, the Veng Bed is made-to-measure to fit any bedroom - both available with and without the headboard. The bed is designed to accommodate a base and mattress from RYE, but may also accommodate other bases and mattresses - please contact your dealer or RYE directly for more information.



#### BELGIAN LINEN

Veng is upholstered in the finest Belgian linen. This linen derives from the area between Bruges and the border with France, where flax has been grown and woven into textiles for several generations. The flax is sown in March and harvested in July before being cured, spun and, finally, woven. Our master upholsterers work with the linen at our production facilities in the Danish Lake Highlands and upholster the beds using traditional methods.

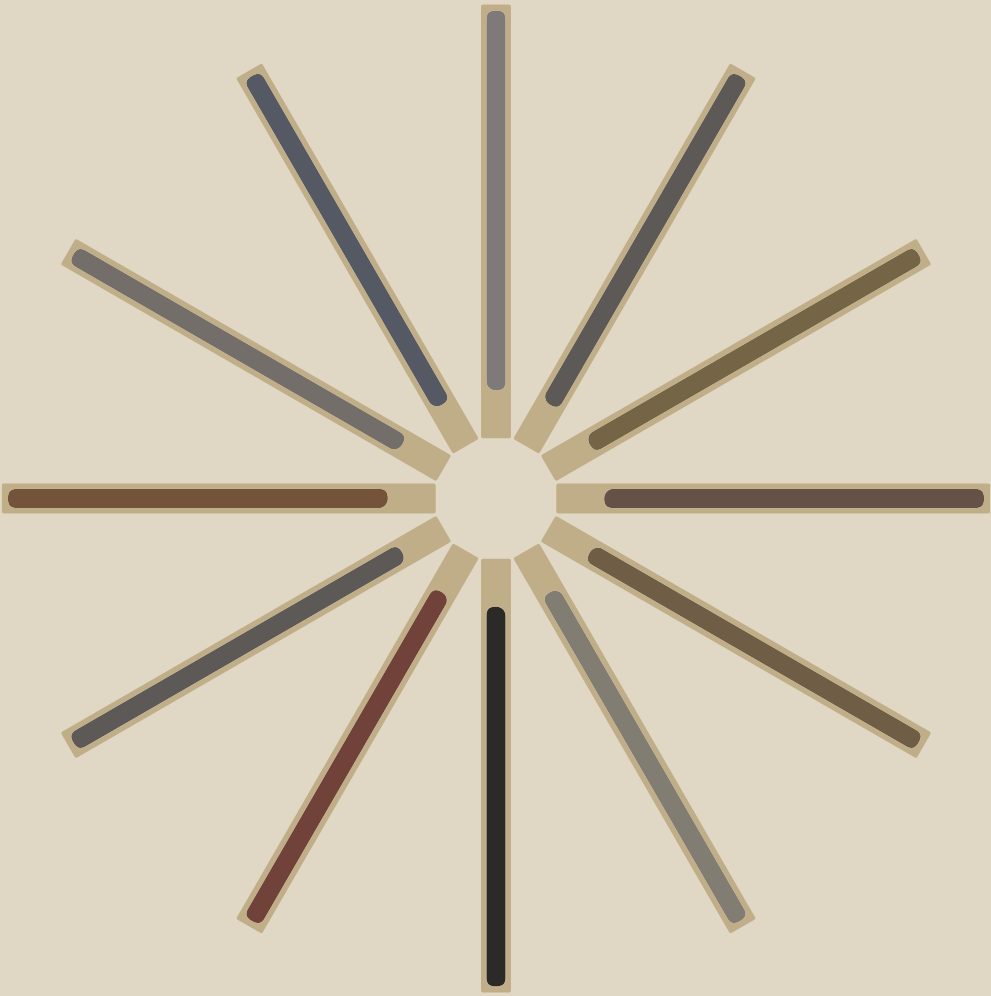








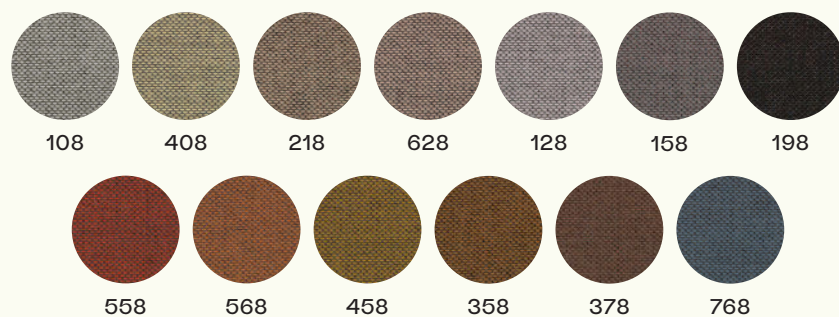
Veng x Re-wool  
Design by Oliver & Lukas WeissKrogh







In a reinterpretation of the upholstered Veng Bed, the Re-wool fabric from Danish textile-manufacturer Kvadrat is introduced. Re-wool is a new furniture fabric with a sustainable profile, as 45% of the textile consist of leftover wool. This leftover wool is collected from Kvadrat's wool mills in Great Britain, and acts as the basis of a design, created by the award-winning textile and color designer Margrethe Odgaard. Characterized by a palette of Nordic color nuances, the pattern of Re-wool achieves a quietly shimmering effect, through colored stitchings on a darker base, and leaves a sense of calmness.









# Ejer

Design by Alexander & Oliver Brunsø



## THE BED

The value of a bed should not be founded on what it can do, but rather on what it is. Thus, Ejer is a tribute to sleep, distancing itself from the idea of the multifunctional bed. With ascetic simplicity, Ejer is designed to slow down, go offline and feel the breath. The bed consists of a classic veneered frame, which combines with the subtle colors of the linoleum to form a timeless design.

### LINOLEUM



Powder Mushroom Pebble Pewter



Mauve Charcoal Smokey Blue Olive Burgundy

### OAK WOOD



Soap White oil Natural oil Smoked Black



## DIMENSIONS

The bedroom is the most intimate and private area in each home. This calls for a personal and unique piece of furniture as the framework for this calm space. Thus, the Ejer Bed is made-to-measure to fit any bedroom - both available with and without the headboard. The bed is designed to accommodate a base and mattress from RYE, but may also accommodate other bases and mattresses - please contact your dealer or RYE directly for more information.



## LINOLEUM

In our work with sleep, we aim to create a space influenced by rest and reflection. The organically structured surface of the material is characterised by an open structure, which both lends the material its tactile presence, but also adds sound absorbing qualities. This reduction of noise is suitable for a restful atmosphere, and in combination with the softness of the color palette we establish a sensual prerequisite for good sleep.



## Alling

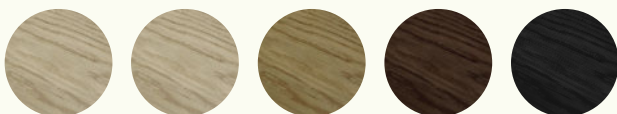
Design by Oliver & Lukas WeissKrogh



### THE NIGHTSTAND

The physical surroundings of people, have a great impact on their sleep. Thus, preventing sensory distractions is an essential preparation for going to sleep. Designed by Oliver & Lukas WeissKrogh, the nightstand is created as an aesthetical continuation of our beds. With its characteristic rounded edges the profile is simplistic, and in relation with our beds a restful calmness is achieved in the bedroom.

### OAK WOOD



Soap

White oil

Natural oil

Smoked

Black

## DIMENSIONS

Alling is designed to accommodate our beds, and so the height of the nightstand is fitted to the bed. Naturally Alling is also available separately, and can be used for numerous different purposes, such as it also acts as a stool or a side table for chairs and sofas – Please contact your dealer or RYE directly and discover the possibilities.



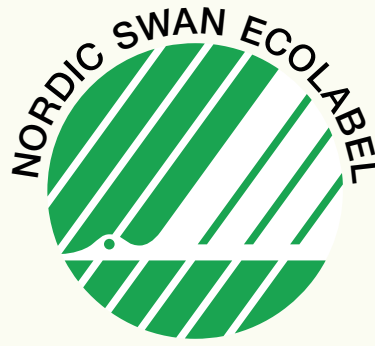
## OFF CUTS

Alling is created with a sustainable, zero-waste philosophy in mind, as it is made from off cuts from the production of our Alken Bed. This Danish oak wood has been underway for more than a hundred years, and possesses a value that is too great to let go to waste. Through careful design this fine material is instead upcycled within our factory, and presents an opportunity to minimize our environmental footprint.



**Mattresses / Pillows**





Every day, the body is exposed to both muscular and hormonal strain, and which is why we must recover during the night. But sleep is not a human matter alone. Rather it is something to be shared with the environment. To ensure that rest and recovery applies for both man and nature, we only manufacture natural mattresses and pillows certified with The Nordic Swan Ecolabel. This label is concerned with the entire lifecycle of a product - from raw material to production - which is essential in ensuring a meaningful reduction in our environmental footprint. Thus, our RYE mattresses and pillows are more than just ergonomic bases. They constitute the place that we return to each night, a place free from chemical substances, where rest and recovery is assured for both people and the world in which we live.

Our mattresses and pillows consist of a core made from 100% natural latex, which is encased in a custom-sown organic cotton cover, that is undyed keeping its' natural color. Our natural latex is tapped from the South-East Asian rubber trees, *Hevea Brasiliensis*. The excretion of this white, milky substance forms the basis of an exceptional sleep comfort. The milk is poured into moulds and baked at 100 degrees celcius. This so-called vulcanization process converts the molecular structure of the fluid rubber to a stabile three-dimensional lattice - a RYE mattress made from eco-certified natural latex. 100 % natural latex is a CO<sub>2</sub>-negative material, ensuring that the rubber trees absorb more carbon dioxide from the atmosphere than is subsequently emitted during transport and processing.

## Mattress Classic



### SIZES

70 X 200/210/220 CM · 80 X 200/210/220 CM  
90 X 200/210/220 CM · 100 X 200/210/220 CM  
Sizes over 120 cm consist of two mattress cores  
Single or double cover available for sizes above  
120 cm  
Available in 15 or 19 cm height

### QUALITIES

100% Natural latex  
7 ergonomical comfort zones for optimal pressure relief  
Open cell structure keeping the mattress cool and fresh  
Removable and cleanable organic-cotton cover  
Suitable for allergy sufferers  
10-year guarantee on dimensional stability  
Medium or firm comfort

## Topper Classic



### SIZES

Available in all sizes  
5 cm height

### QUALITIES

Increases the lifespan on your mattress  
Pressure-relieving due to its high density  
Open cell structure keeping the mattress cool and fresh  
Removable and cleanable organic-cotton cover  
Suitable for allergy sufferers  
10-year guarantee on dimensional stability

## Pillow Classic



### **SIZES**

60 x 40 x 12

### **QUALITIES**

Pressure-relieving on the cervical spine

Open cell structure keeping the pillow cool and fresh

Removable and cleanable organic-cotton cover

Suitable for allergy sufferers



# Sustainability



A sleeping human being is a human being who creates little environmental impact on the planet. When we strive to create sustainable beds, we take this inherent value of sleep as our starting point. Therefore we are not only concerned with the craftsmanship, choice of materials and production when dealing with sustainability, but just as much with the human behavior that our products support - the interaction between human and product. By creating a place to be offline, we ensure the creation of a quiet refuge - a place where we can be without harming the environment.

When it comes to sustainable production, one of the most important factors is the source of energy. Today's society uses more fossil energy than ever before, with consequences to both our climate and our living conditions that are far-reaching, ultimately leading to increased sea and air temperatures. RYE wishes to contribute to a more stable environment and, therefore, we have chosen to power our factory with energy generated solely from wind turbines.

# Craft





We wish to contribute to a world driven by quality rather than by consumerism. At our factory in the Danish Lake Highlands, each bed frame and mattress is carefully made by skilled craftsmen and women, mastering classic techniques of the trade. We pride ourselves on crafting furniture of such great importance as the bed. For this reason, we take great pains over the process and consider diligence as a valuable aspect of our work. From sorting to processing – every detail holds value and ultimately contributes to the basis of a bed which is made to last for generations.

Our bed frames are made from materials of the finest quality. In our workshop, wood is carefully processed, which involves selecting, planing, milling, sawing, drilling and polishing before it is finally finished with one of our surface treatments protecting and highlighting the grains of the wood. For our upholstered beds we only use high-quality textiles. First the frame is padded before carefully upholstered in linen or wool – a rather demanding process as the natural materials lack the same elasticity that conventional textiles have. This challenge can only be met by long-standing experience, which is why our factory employs some of Denmark's best master upholsterers.

Neither a bed frame nor mattress should be made to standard measurements, but should rather be created to suit the individual's needs. This calls for a personal and unique piece of furniture, and thus our frames are made-to-measure to fit any bedroom. Furthermore we both cut the natural latex and glue it with our purpose-made, eco-certified glue, in order to custom-make our mattresses to any size. Our mattress covers are made in our sewing room, where precision is the determining factor in ensuring that the organic cotton fabric is tightly fitted around the mattress and forms a soft, protective cover.









**Designers**



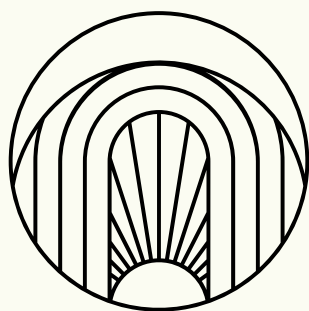
**Oliver & Lukas WeissKrogh**

Oliver and Lukas WeissKrogh are two brothers both educated from the internationally acclaimed design university, Design School Kolding. Together they run a multidisciplinary design studio focusing on furniture design, industrial design, strategy, and advertising. They founded Studio WeissKrogh in 2012, and have since designed products for various international clients. Studio WeissKrogh is focused on designing valuable, carefully thought out commercial and environmentally friendly products and services that will make a difference for the end user.



**Alexander & Oliver Brunsø**

Brothers Alexander and Oliver Brunsø founded RYE back in 2016. From the very beginning they have created and led the aesthetics of the brand, working both with award-winning designers as well as contributing with own pieces. Their Danish heritage is combined with a deep fascination for ascetic expressions and organic materiality, which helps define their work as a quest to create calm, durable and honest pieces of furniture.



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