SIGNATURE COLLECTIONS

Design Awards

DEmark **D**esign **E**xcellence Award

GOOD DESIGN AWARD

Mobella® Galleria

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Design Excellence Award — DEmark

GOOD DESIGN AWARD

2010 NOOMNIM

Designed by Anupol Yooyuen

Relaxation is assured, for the duck down in the cushion and foldable blanket provides the fluffy (in Thai; NOOMNIM) feeling. The pround design of Mobella as Thailand's very first sofa design achieved G-mark Award from Japan in 2010, with Thailand's DEmark 2010.

2010 SEASONS

Designed by Anupol Yooyuen

Seasons has received the Good Design Award 2010 and Design Excellence Award 2010. The armchair that all of its compartments can be separated, is designed by considering environment-friendly aspect in order to assist during production, assembly usability, repair and transportation, as well as degradability and disposition in the future, while keeping the concept that still requires armchair features.

2011 KOWMA

Designed by Anupol Yooyuen

Kowma displays the characteristic element of the Thai local woven loincloth (in Thai; PHA KHAO MA) inspired by the interwined cotton threads in a pattern of crossed red, blue, and white cloth. The design combined the high quality material and Thai handicraft together, ranked in the DEmark Award 2011.

2012 NAVA

Designed by Anupol Yooyuen

Nava mimics the iconic shape of Thai long-tall boat (in Thai; Hua Tong boat) designed with the modern concept to create a set of lounge chair with both high and low backrest version and ottomans. The set encourages grouping variation for creative display. Creativity guaranteed by DEmark Award 2012.

2012 TAKRAW

Designed by Anupol Yooyuen

Takraw has received the Good Design Award 2012 and Design Excellence Award 2012. Signature design of Mobella provides a lovable detail toyour space, with its distinguished Thai styling from the art of delicate handicraft the palm fronds weaving and a Thai rattan ball (in Thai; TAKRAW).

2019 CHANG

*Designed by Pariyaporn Thammarungsee
and THINKK Studio*

Chang has received the Design Excellence Award 2019. It is the developed prototype from the charity design project from Mobella's anniversary to support Friends of Asian Elephant Foundation. An exotic experience of elephant riding is one of the Thai unique lifestyle in the curious eyes of travelers from the other part of the world. Enjoy imaginative play role at home with additional custom-made saddle that invites user to hop on.

2021 BUFFO

Designed by Kritsada Noolek

Buffo has received the Design Excellence Award 2021. When we refer to Thailand, what is the first animal can you recall? Mostly, elephant will become no.1. But not only the elephant, all Thai people also have one more important animal that have many roles of Thai life. In the past, we did not have car yet, we used them for transportation. Even if Bang Rachan Heroes who lived in the North of Ayutthaya province in over 250 years old ago also use them to fight with enemies around the boundary. Moreover, they are the main animal for Thai farmers. They are the important part in many agricultural products until nowadays. This animal is BUFFALO or called in Thai "Kwai" or "Kra-beu".

So, we proudly present its character to blend in the modern design of sofa. Assume that the backrest of sofa is horn which has sewing detail to show its texture. And feeling of sitting likes ridding on the buffalo's back. Look strong and firm same as its muscle but comfortable sitting.

2022 PAKON

*Designed by Jarupatcha Achavasmit
and Anupol Yooyuen*

Pakon has received the Good Design Award 2022 and Design Excellence Award 2022. This collection is a creative take on the idea of recycling. Methods for designing materials (Material Design and Engineering) by designing the fabric structure. Create new weaves to add value to scrap materials. It is the process of bringing scrap materials to make large pieces in a way that has never been available in the market. It is a working approach in line with the Bio Circular Green concept that has been recognized to create a positive impact on the environment and the future world.

In addition to the belief in the environment and appreciating the value of materials through reuse. The patterns and colors of Pakon Collection vary according to the number of colors and types of original leather scraps that the Mobella factory has in each lot. Therefore designers offer buyers a possible approach to colors and patterns. The buyer will be able to create the direction of the color and pattern. in order to be organized into different collections of their own.

2023 HOC

Designed by Anupol Yooyuen

Hoc has received the Design Excellence Award 2023. Our designers visited the region and collaborated with the Chaipattana Foundation which allowed us to get to know the Tor-Kok villagers in Surin province and gave us the chance to create "Kok" traditional thai materials. It is created in partnership with Thai couches, offering fresh ideas on material development along with the expertise of Thai villages and the furniture industry, to tell fresh tales that improve compositions with other materials and pave the way for a future career, earn money, advance local knowledge and lessen the movement of workers from rural to urban locations. This time, there is a community of farmers and seed developers among the producers of hand-woven reed mats. And dyeing reed mats designers and the community are learning together in this project. Knowledge sharing is expected. Additionally, the manufacturing industry will be proud of the product once it is made available. This will also foster unity.

2025 MA-HIN

Designed by Anupol Yooyuen

Ma-Hin has received the Design Excellence Award 2025. Southern of Thailand inspired - Inspired by the traditional polished stone benches found in mosques and Southern Thai homes, this design reimagines the concept of seating. The upholstery features a unique stone-patterned fabric inspired by the intricate details of Kiriwong stone carvings, offering a fresh and unforgettable seating experience