


Forty years forward

Volvo



A close-up photograph of a metallic mechanical assembly. A central vertical shaft is surrounded by several curved, overlapping plates or segments. The lighting is dramatic, highlighting the textures and curves of the metal. The background is a soft, out-of-focus light blue.

This book is a celebration of continuity. And change. Marking 40 years of constancy, it also covers 40 years of constant innovation. Looking back, our 25th anniversary brochure described VOLA as 'Forever Young'. This holds true today, we like to think. At the same time, with our founding principles intact, we might add a second slogan. 'Forever VOLA'.





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**VOLA around the world**  
Private house  
Republic of Ireland







## Foreword

As editor of Blueprint I talk to designers and architects all the time. One of the things they like to tell me is that they listen to their clients, then design projects specifically for the brief and the site.

Arne Jacobsen and Verner Overgaard did that too in 1968, when the classic VOLA tap was developed for the National Bank of Denmark in Copenhagen. To me, this is the remarkable thing about VOLA – the design is as useful

and beautiful today as it was forty years ago. Not only that, the designers had the highest aspirations for ordinary people who worked in the bank: they deserved quality as much as people fitting out their own homes.

Without underestimating the genius of the designers, there must have been something very special in the air in 1968 to foster such a spirit of universalism. Perhaps an outlook that celebrated

humanity in all its forms... that believed in the positive potential of engineering, craft and design. When you buy a VOLA tap you get a bit of that philosophy, as much as you acquire a beautiful product.

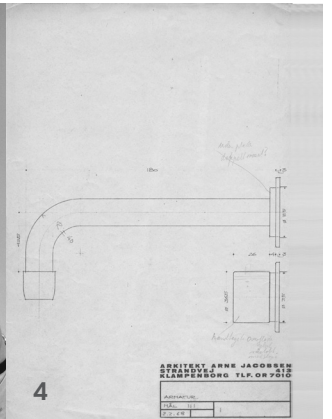
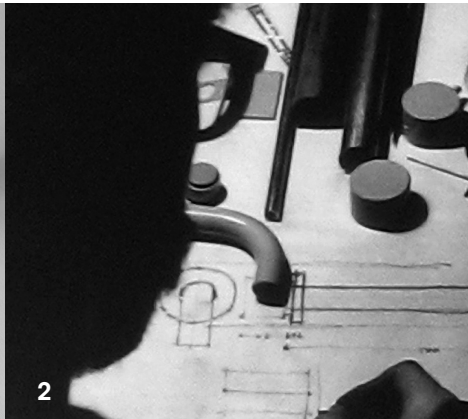
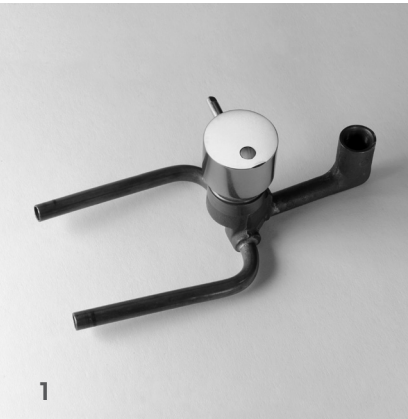
As a side note, I'm proud to say that I was born in 1968 too. I'd like to think that some of the VOLA humanism comes through in my work as an editor and journalist. I only wish I was in such good shape!

Vicky Richardson  
Editor, Blueprint

*Vicky Richardson*









**Back in 1968, Verner Overgaard had a thought. Why not create a tap with all the pipes and plumbing hidden? He shared his idea with Arne Jacobsen.**

- 1 First prototype
- 2 Drawing board
- 3 Arne Jacobsen
- 4 Original drawing of modular system
- 5 Original drawing of KV1
- 6 Verner Overgaard with KV1
- 7 DDC award

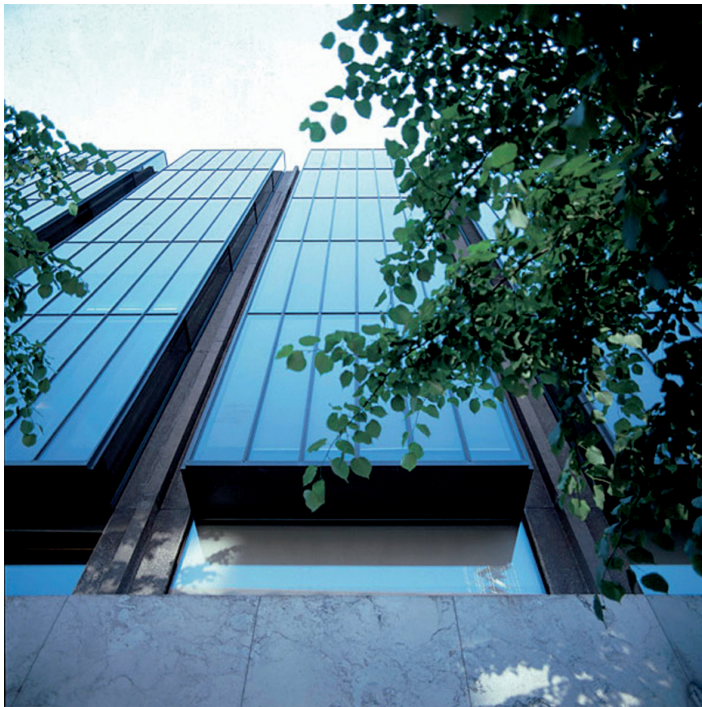






**Our first customer**

Verner Overgaard's timing was perfect. He contacted Arne Jacobsen just after the celebrated architect and designer had won a competition to design the National Bank of Denmark. It was here that VOLA made its first public appearance... with just the spout and handle visible.



**VOLA around the world**

Silken Hotel

Puerta America Madrid, Spain

Eighth floor architecture by

Kathryn Findlay









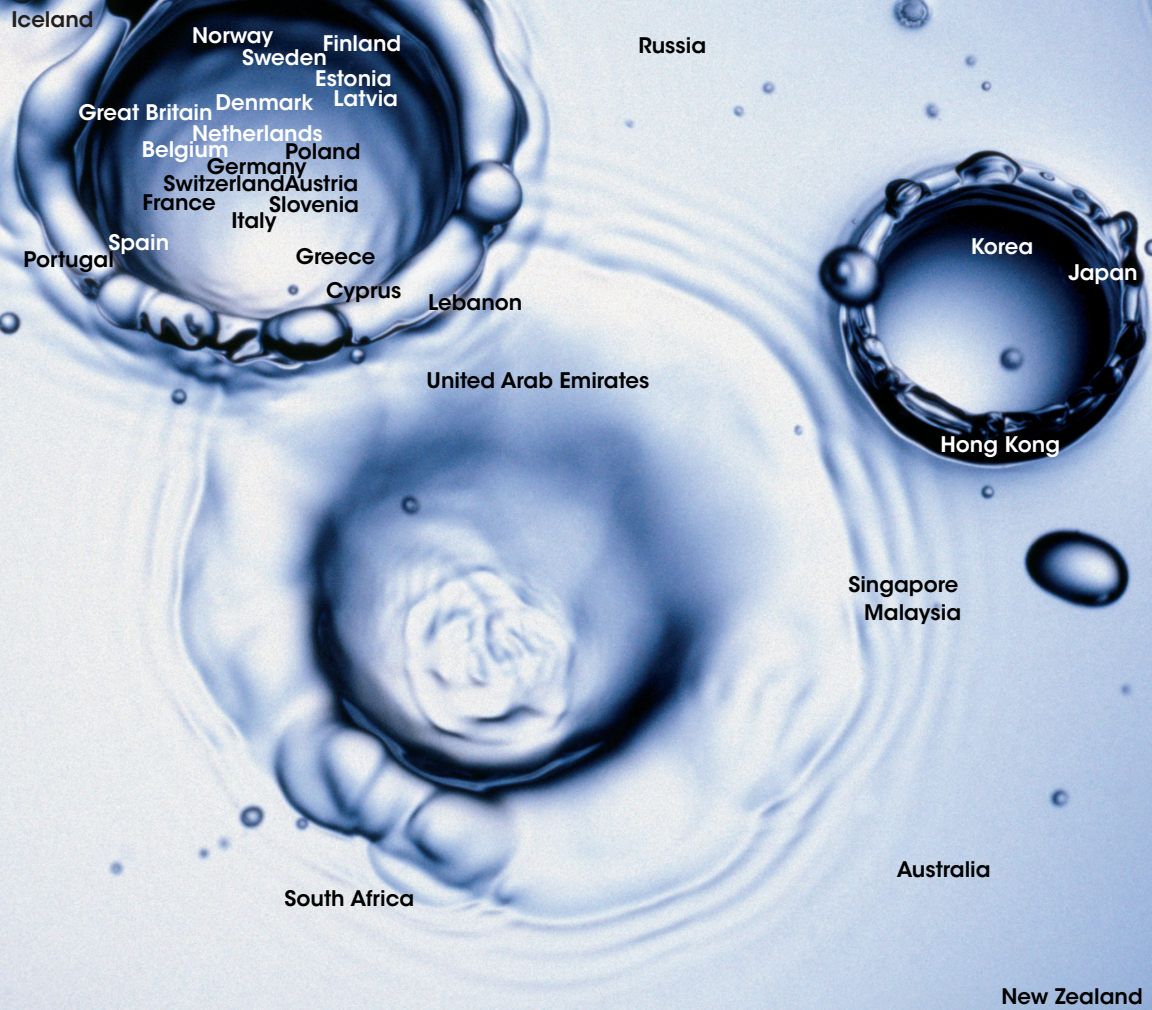
VOLA taps are installed across the world. From Horsens to Hong Kong. From Horsens to New York. From Horsens to Cape Town. Yet, despite their international availability, all VOLA taps are only manufactured at our original Danish base. This allows us to control all aspects of production and maintain our commitment to quality. Importantly, we stay in control when our taps and fittings leave the factory. With seven wholly owned subsidiaries and a network of carefully selected importers, we make sure that the VOLA philosophy is exported along with our products. And we keep a close watch on installation, training local specialists at the Academy beside our factory.

**Canada**

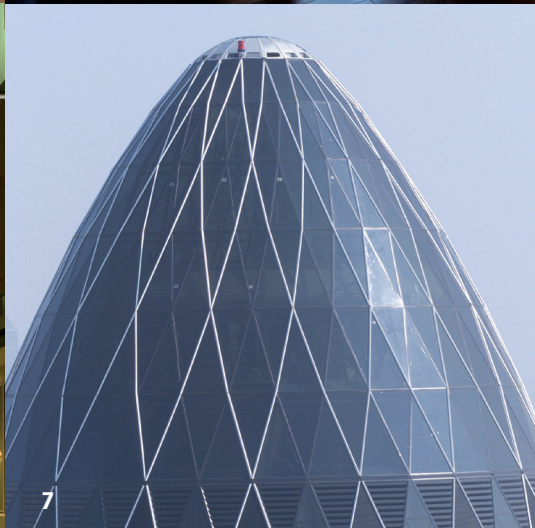
**USA**

**Mexico**









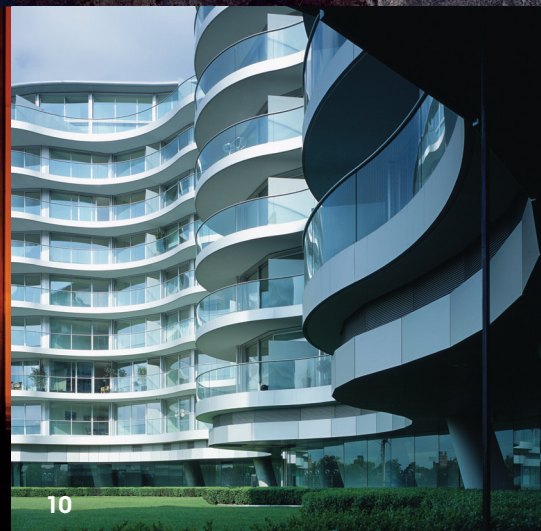
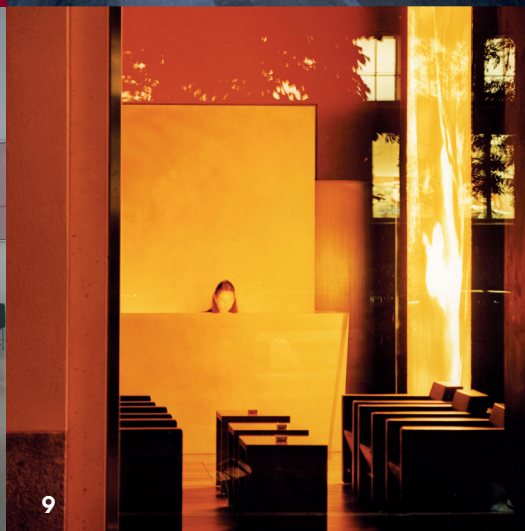




14-15

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14

With an iconic design, it is hardly surprising that our products end up in the world's most iconic buildings. Here are a few, designed by some loyal VOLA supporters:

**1** The Reichstag, Germany by Foster + Partners  
**2** Gran Hotel Panticosa, Spain by Rafael Moneo  
**3** Hotel Luzern, Switzerland by Jean Nouvel  
**4** Therme Vals, Switzerland by Peter Zumthor  
**5** Gran Hotel Panticosa, Spain by Rafael Moneo  
**6** The Metropolitan, Poland by Foster + Partners  
**7** Swiss Re, UK by Foster + Partners  
**8** Richard Rogers' Private House, UK by Richard Rogers  
**9** Hotel Luzern, Switzerland by Jean Nouvel  
**10** Albion Riverside, UK by Foster + Partners  
**11** The New Royal Theatre, Denmark by Lundgaard & Tranberg  
**12** Gran Hotel Panticosa, Spain by Rafael Moneo  
**13** Montevelto, UK by Rogers Stirk Harbour + Partners  
**14** Park Hyatt Seoul by Super Potato





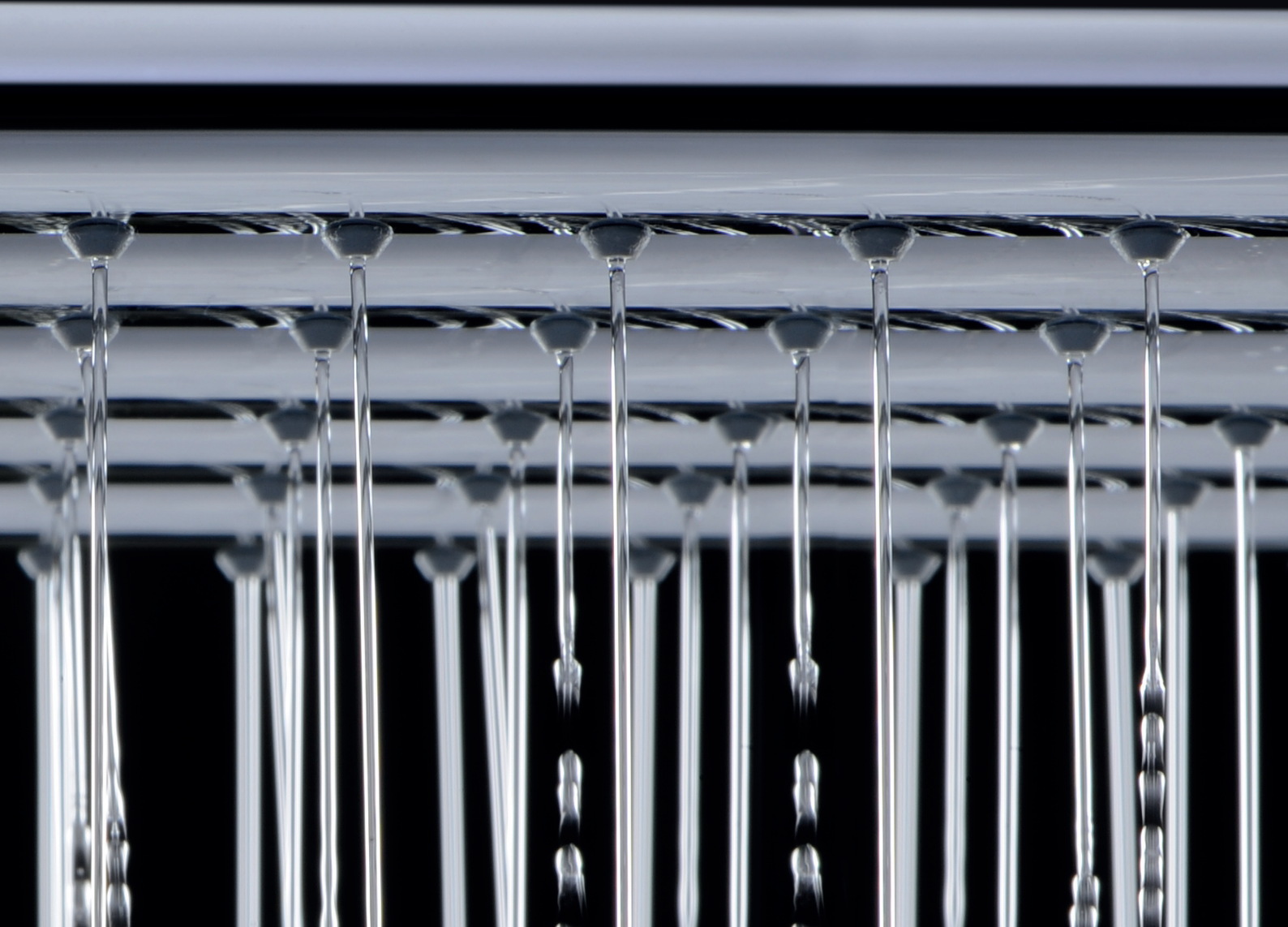


Continuity can calm the most hectic lifestyles. In an ever-changing fragmented world, it is reassuring to remember that timeless design and lasting values still have a place.





Authenticity flows through our new products. A cylinder is the starting point for our new shower concept, maintaining the VOLA principles of pure geometrical design and functionality.











**VOLA around the world**  
Therme Vals  
Graubünden, Switzerland  
Architecture by Peter Zumthor













VOLA headquarters  
Horsens, Denmark






"Our father handed us the responsibility of developing the unique identity of the VOLA design. Taking this duty seriously, we source the best materials, install the latest manufacturing techniques and pay the closest attention to health and safety. We rely on many people, as we believe that dialogue is an essential ingredient of design. We involve architects, members of the design team and people from the factory to gain the maximum creative and practical input."

**Carsten and Poul Overgaard**





**Craftsmanship**

To us, crafting more than three items counts as 'mass production'. Our production line is based on the principle of 'one man - one tap'. Carrying no sizable stock, we build each tap to order.









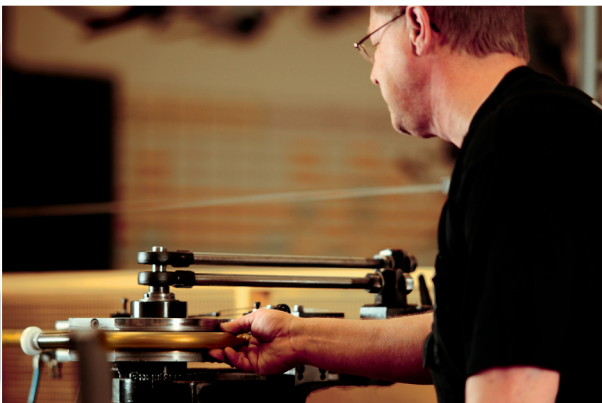
**Stainless steel**

Our steel, bought only from recognised sellers, is solid and pure. We would never resort to steel coating. In fact, our recycled waste material is sold back for recycling. Here at VOLA, each tap is made individually, by hand. As part of the VOLA design, the steel surfaces are brushed rather than polished, using a special VOLA technique.





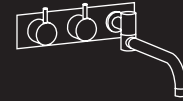




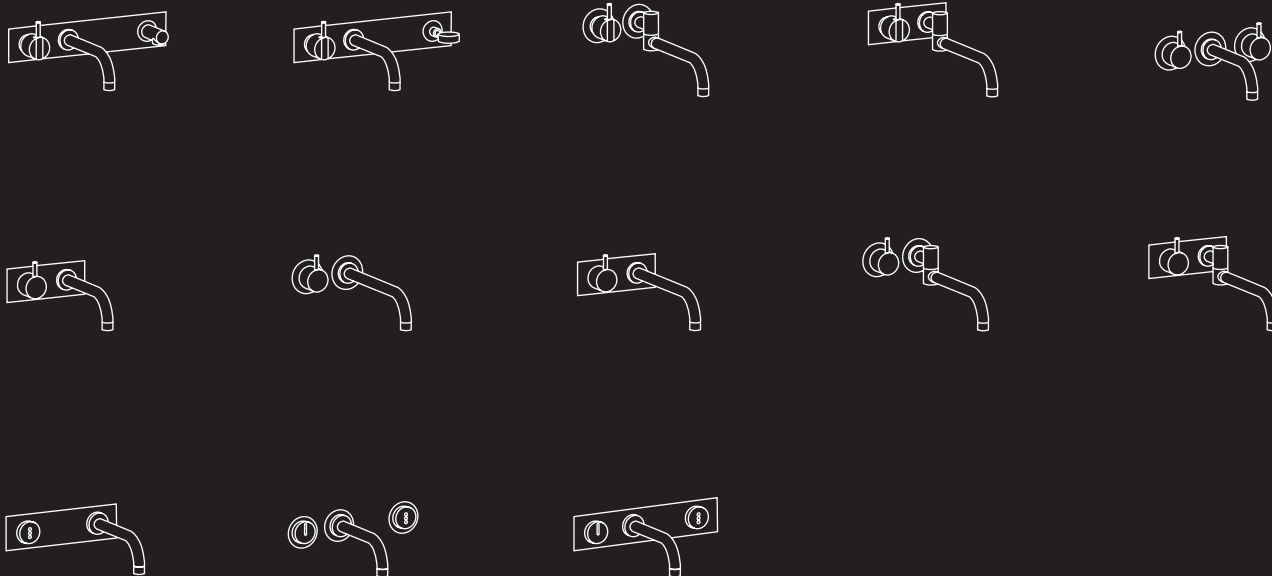




Can a factory be a democracy? We think so. Our people are empowered to improve production processes and our team system is emulated around the world. Even our tireless robots are quality conscious, although they miss out on team meetings. Handcraft is employed where it can achieve the best results. Favouring one-off production over mass production, we produce accurate bends and perfectly polished metal. Before packing, each tap is individually tested by hand.







### **Infinitely VOLA**

Rather than manufacture a variety of ranges, we produce one classic range with an infinite number of variations. The VOLA modular system includes valves, handles, outlets, finishing plates and accessories. Finishes include brushed stainless steel, polished or brushed chrome, natural brass and 14 bright colours. In this way, our single range can be adapted to meet any requirement and realise any interior design idea.



**VOLA around the world**  
The New Royal Theatre  
Copenhagen, Denmark  
Architecture by  
Lundgaard & Tranberg











**VOLA through and through**

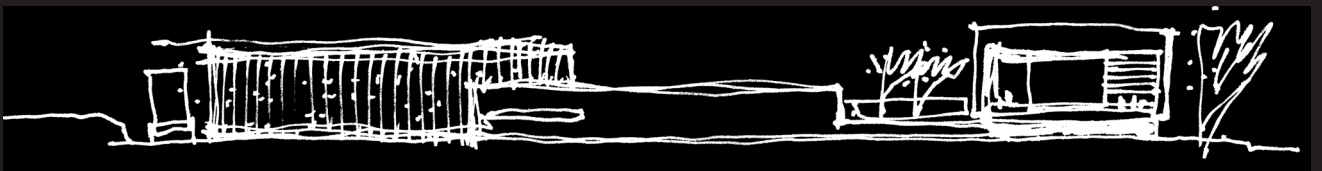
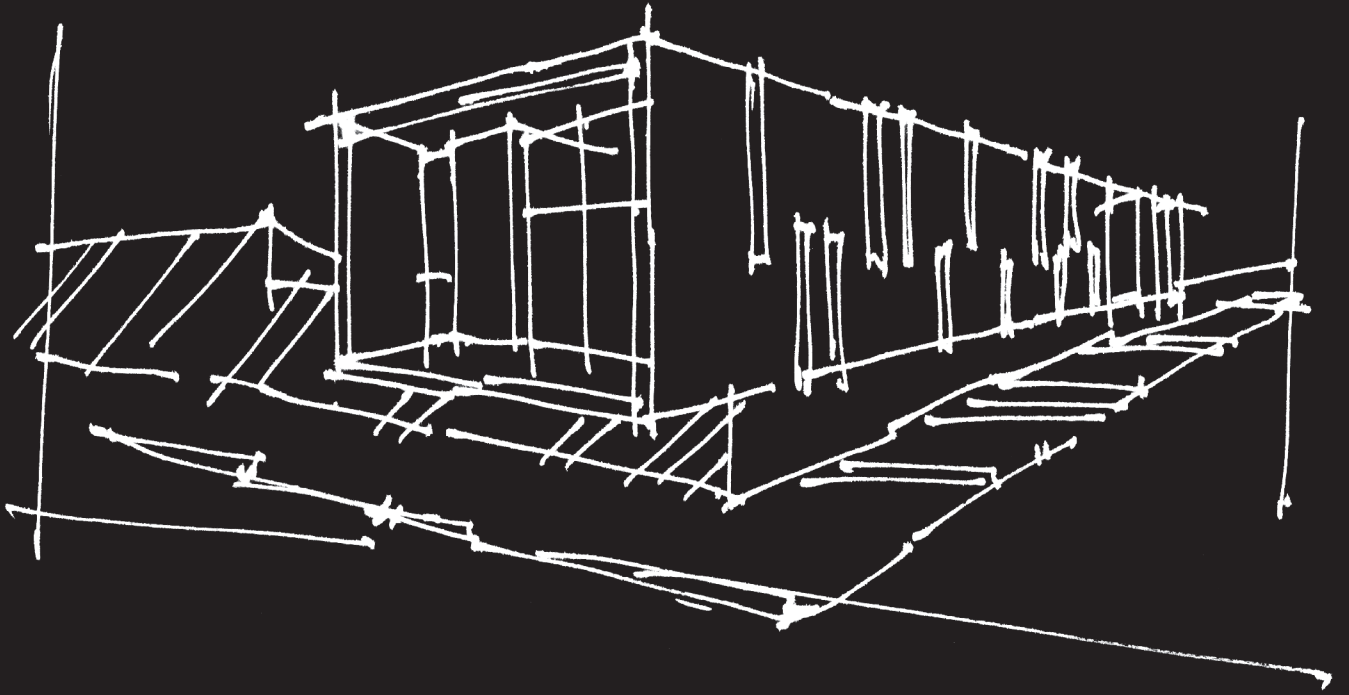
"I've been with VOLA since Day 1. Naturally, I'm proud to have a place in this book, but I'm also surprised. To me, VOLA has never been about personalities... it's about products.

I've seen many changes over the years. The tap that used to take days to produce can now be manufactured in minutes. At the same time, I've witnessed an unchanging VOLA. I really believe that the company's commitment to quality has never wavered. And it's remained true to its design principles.

I started in the factory as a young man, now I work with Carsten Overgaard on research & development. Outside VOLA, my interest is training dogs. Thinking about it, maybe there's a connection... both dogs and stainless steel respond well to patient, careful handling."

**Ove Fauerskov**

A handwritten signature in black ink that reads "Ove Fauerskov". The signature is written in a cursive, flowing style with a light grey shadow effect behind the text.







We aim to build knowledge as well as taps and fittings. Turning our factory site into a campus, our new VOLA Academy is both a place of learning and meeting. Carefully selected specialist installers will be invited to study every aspect of the VOLA product range and its applications, with certificates awarded to successful students. The Academy will also host gatherings of architects and designers, who will be welcome to share ideas and opinions.





**Looking back**  
**Looking forward**

Inevitably, an anniversary book has to look back. But what of the future? Here, Carsten and Poul Overgaard outline the vision of VOLA.

"Like our father, we intend to defend and develop our position as an exclusive design brand, representing the best of Scandinavian design. We'll always produce VOLA taps and mixers in Denmark and we'll always use the highest quality raw materials. We'll take care to conserve resources such as energy and water.

While respecting our design heritage, we'll invest in new product development to reinforce our leadership status. Even revolutionary designs can benefit from technology-led evolution.

Establishing closer connections to our customers, we'll maintain our many long-standing relationships and develop new links with important influencers. We'll create new partnerships in specific sectors and we'll add value by making our technical know-how more widely available.

We'll never forget that VOLA is a family company. Accepting our responsibilities, we'll look after all members of staff in the extended VOLA family."

**Carsten and Poul Overgaard**



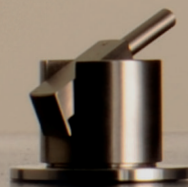






VOLA taps may have gained iconic status, but we remain accessible and approachable. Reaching out to our customers, we have opened a network of international showrooms offering specialist advice and wide-ranging displays.

The human body. VOLA. Each is based on a unique, timeless design.











vola



**Quality and accreditation**

We have always been fascinated by the potential of what can be achieved with the finest raw materials. And we have always taken an uncompromising approach to their selection. For forty years, we have only used the highest grades of solid brass, gunmetal and stainless steel. During this time, we have gradually introduced the VOLA system of total quality management, covering all stages of production. This lasting obsession with quality has earned us many approvals and accreditations.

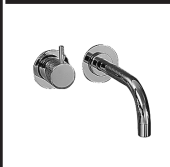


**Forty years forward  
1968 - 2008**

**1968**

Verner Overgaard and Arne Jacobsen create the first VOLA mixer (VOLA 111) for the new National Bank of Denmark building in Copenhagen

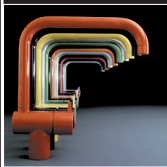
One-handle wall-mounted mixers and table-mounted taps are put into production



**1970s**

Products are exported first to England then wider Europe and US and Japan

VOLA introduces taps and mixers in different colours. The first colours were grey and orange



**1989**

Ceramic disc technology replaces rubber sealing



**1995**

VOLA receives the ID-Classics Prize in Denmark



**1998**

A global marketing strategy is introduced

ID  
PRISEN  
1969

**1969**

VOLA receives the ID-Prize and several other design prizes followed

**1974**

VOLA is selected for the design collection at the Museum of Modern Art in New York

**1988**

Verner Overgaard's two sons, Carsten and Poul Overgaard, take over the management of the company

**1990**

VOLA receives the Busse Longlife Design Award in Germany

**1996**

The modular system is revised and a new build-in system is developed

VOLA BK-models are produced

**1999**

VOLA thermostatic mixers, series 3000 are produced





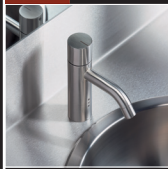
**2000**

VOLA HV1E and RB1E, table-mounted electronic taps and mixers are developed. The sensor eye is made small enough to allow the original design to remain the same

**2003**

VOLA HV1E receives the Good Design Award from The Chicago Athenaeum Museum of Architecture and Design

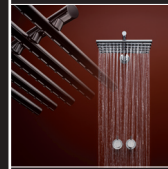
GOOD  
DESIGN



**2005**

High-performance ceiling and wall-mounted shower heads are added to the VOLA shower concept

VOLA 050 receives the Good Design Award presented by The Chicago Athenaeum Museum of Architecture and Design



**2007**

The 'Aesthetics and wellness' concept is launched

VOLA FS1 receives the Good Design Award presented by The Chicago Athenaeum Museum of Architecture and Design



**2001**

The first stainless steel products are manufactured



**2004**

Wall-mounted electronic taps and mixers are developed

**2006**

VOLA is selected as Export Superbrand in Denmark



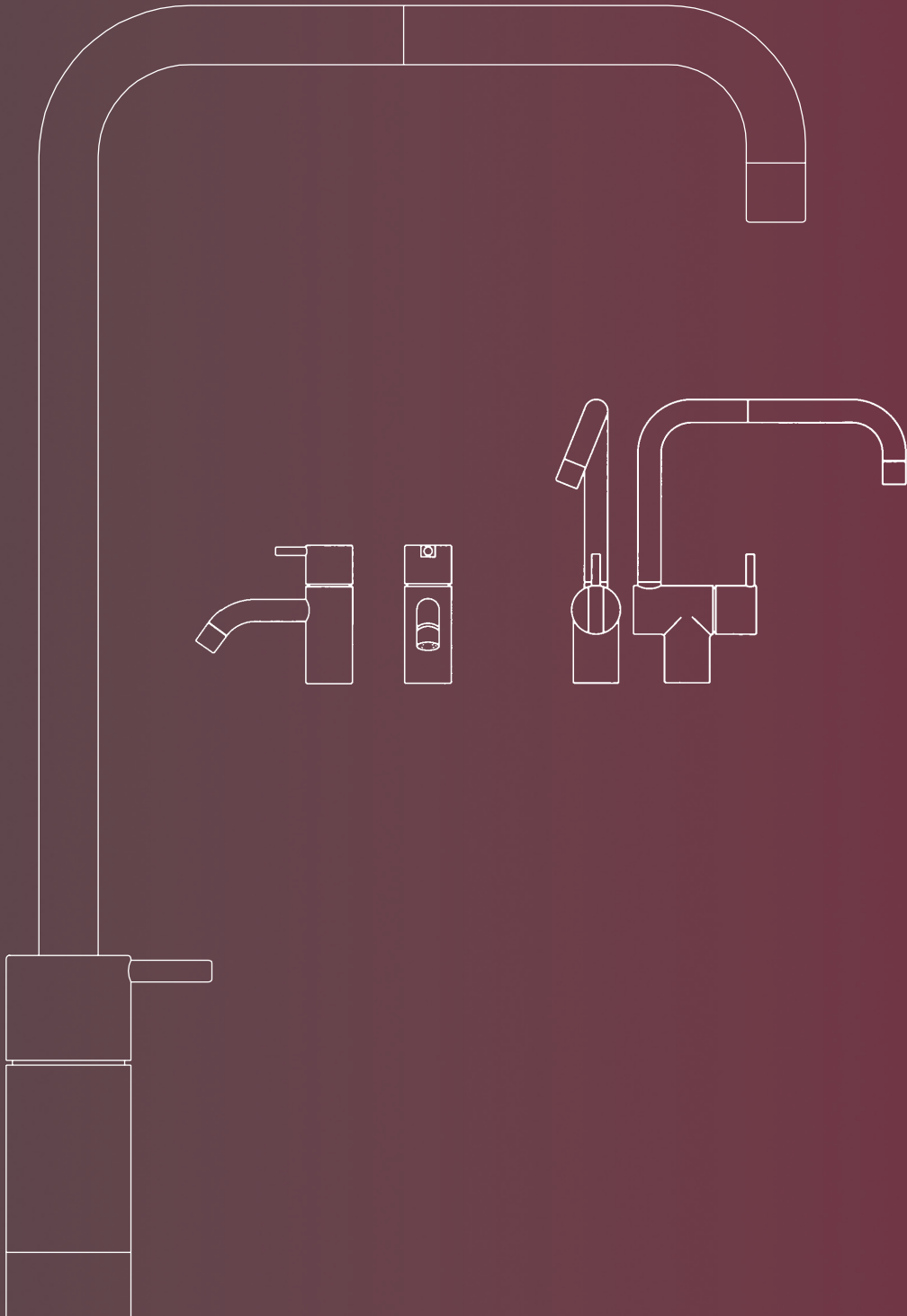
**2008**

VOLA Academy is launched

**The next forty years**

Our vision for VOLA is clear. At the same time, no-one can see into the future. Whatever happens, we are confident that the people here and at our international subsidiaries and showrooms can overcome any challenge. After all, with a timeless design we have little to fear from the passage of time. We intend to remain 'Forever VOLA'.





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Dennis Gilbert/VIEW

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AUSTRALIA  
dedece  
263 Liverpool Street  
Darlinghurst  
NSW 2010 Sydney  
Tel: 2 9360 2722  
Fax: 2 9360 9022  
info@dedece.com  
www.dedece.com

BELGIË  
VOLA bvba  
Tour & Taxis  
Havenlaan 86C  
1000 - Brussels  
Tel: +32 2 465 96 00  
Fax: +32 2 426 48 96  
sales@vola.be  
www.vola.be

CANADA  
Ginger's Bath  
95 Ronald Ave  
Toronto, Ontario  
M6B 4L9  
Tel: 416-787-1787  
Fax: 416-787-1748  
info@elte.com  
www.elte.com

CHINA  
VOLA Showroom  
1f, No. 511  
Jiangning Road  
Jingan District  
Shanghai 200041  
Tel: +86 183 0190 6509  
sales@vola.cn  
www.vola.com

Euro-tech Industrial Company  
Limited  
Shop 05, No. 600  
Shaanxi Road North,  
Jing An District  
Shanghai 200041,  
Tel: +86 21-61767550  
Fax: +86 21-61767552

Badeluxe Trading Limited  
B301, Tower C  
COFCO Plaza  
No. 8 Jian Guo Men Nei Avenue  
Dong Cheng District  
Beijing 100005  
Tel: +86 010 6526 1363  
Fax: +86 010 6526 1373  
info@badeluxe.com

Shanghai Tech Pro  
Office and Showroom  
Building 2 Dream Wharf  
1029 South Zhongshan Road  
Huangpu District  
Shanghai 200011  
Tel: (8621) 6419 6704  
Fax: (8621) 6461 1432  
shanghai@viahk.biz

DANMARK  
VOLA A/S  
Lunavej 2  
8700 Horsens  
Tel: +45 70 23 55 00  
Fax: +45 70 23 55 11  
sales@vola.dk  
www.vola.com

Pakhus 48  
Klubbiensvej 22  
2150 Nordhavn  
Tel: +45 7022 4570  
sales@vola.dk  
www.vola.com

DEUTSCHLAND  
VOLA GmbH  
Schwanthaler Straße 75A  
80336 München  
Tel: 089/599959-0  
Fax: 089/599959-90  
vola@vola.de  
www.vola.de

ESPAÑA  
DEE  
Ctra. Dosrius, 69-3º-2º  
E-08440 Cardedeu  
Barcelona  
Tel: +34 972 10 55 35  
Fax: +34 931 13 85 85  
iconico@iconico.es  
www.vola.es

ESTONIA  
Hals Interiors OÜ  
Kadaka tee 42H  
12915 Tallinn  
Tel: +372 7151410  
Fax: +372 7151411  
hals@hals.ee  
www.hals.ee

FRANCE  
sopha industries  
44, rue Blanche  
75009 Paris  
Tel: 01 42 81 25 85  
Fax: 01 40 16 45 18  
sopha@sopha.fr  
www.sopha.fr

GREAT BRITAIN  
VOLA UK Ltd.  
Highfield House  
108 The Hawthorns  
Flitwick MK45 1FN  
Tel: 01525 720111  
Fax: 01525 720222  
sales@vola.co.uk  
www.vola.co.uk

VOLA Studio  
32-36 Great Portland Street  
London W1W 8QX  
Tel.: 020 7580 7722  
Fax: 020 7580 7733  
sales@vola.co.uk  
www.vola.co.uk

HELLAS  
moda bagno s.a.  
50 Anapaiseos Street  
Vrillissia 15 235, Athens  
Tel: 210 8036700  
Fax: 210 8049408  
Tel: 210 8046987  
info@modabagno.gr  
www.modabagno.gr

HONG KONG  
portfolio group limited  
Room A, 10/F,  
Seabright Plaza  
9-23 Shell Street  
Hong Kong  
Tel: 28 680 765  
Fax: 25 247 887  
sales@pgtfd.com.hk

H2O Pro Ltd.  
16/F First Commercial Building,  
33 Leighton Road  
Causeway Bay  
Tel: 852 2891 6860  
Fax: 852 2834 3029  
info@h2opro.com.hk  
www.ebon.com.hk

ISLAND  
Tengi ehf.  
Smidjuvegur 76  
200 Kópavogur  
Tel: 414-1000  
Fax: 414-1001  
www.tengi.is

ITALIA  
RAPSEL Srl  
Via Volta, 13  
20019 Settimo Milanese (MI)  
Tel: 02.33 55 981  
Fax: 02.33501306  
rapssel@rapsel.it  
www.rapssel.it

KOREA  
E.L. System Co. Ltd.  
Jaemyoung B/D  
893-12  
Bangbae 1dong  
Seocho-Gu  
Seoul  
Tel: 82-2-598-4517  
Fax: 82-2-521-3786

KYPRIAKI DIMOKRATIA  
S.C. Nicolaides Ltd.  
3, Gregoriou Karekia str.  
Strovolos  
P.O. Box 21703  
1512 Nicosia  
Tel: 22 813 200  
Fax: 22 424 803  
info@oikia.com.cy

LEBANON  
Geahchan Group  
Sin El Fil  
Geahchan Building  
Hayek Round About  
Beirut  
Tel: 01. 480 520  
Fax: 01. 496 607  
info@geahchangroup.com  
www.geahchangroup.com

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Calidad  
General Juan Cano 27  
Col San Miguel Chapultepec  
Mexico, D.F. 52760  
Tel: 01 (55) 2614 5211  
Fax: 01(55) 2614 9312  
placsadecv@hotmail.com

NEDERLAND  
VOLA Nederland BV  
Valkenburgerstraat 23  
1011 MG Amsterdam  
Tel: 020 36 56 356  
Fax: 020 36 56 482  
info.nl@vola.com  
www.vola.com

NIPPON  
Cera Trading Co.,Ltd  
TOTO Nogizaka BLDG, 1-24-3  
Minami Aoyama  
Minato-ku  
TOKYO 107-0062  
Tel: +81-3-3402-6151  
Fax: +81-3-3402-7185  
www.cera.co.jp

NORGE  
VOLA Showroom  
shelby teknikk as  
Nedre Gate 7  
Tel: +47 51 46 18 00  
post@shelby.no  
www.vola.com

shelby teknikk as  
Strandgaten 55  
4370 Egersund  
Tel: +47 51 46 18 00  
Fax: +47 51 46 18 01  
post@shelby.no  
www.shelby.no

ÖSTERREICH  
VOLA Vertriebs GmbH  
Kandlgasse 19  
1070 Wien  
Tel: 01/526 39 71-0  
Fax: 01/526 39 71-20  
info@vola.at  
www.vola.at

POLONIA  
P.P.U.H MIRAD Sp. z o.o.  
ul. Armii Krajowej 21  
05-480 Karczew, Poland  
Tel: 22 780 6564  
mirad@mirad.com.pl  
www.mirad.com.pl

PORTUGAL  
CARVALHO,  
BATISTA & Ca, Sa.  
Rua do Almada  
29-79-89 - Apartado 4784  
4013-001 Porto  
Tel: 22 339 21 26 / 7 / 9  
Fax: 22 205 96 11  
carvalhobatista@gmail.telepac.pt  
www.carvalhobatista.pt

SCHWEIZ  
VOLA AG  
Müllistr. 18  
8320 Fehraltorf  
Tel: 044/955 18 18  
Fax: 044/955 18 19  
sales@vola.ch  
www.vola.ch

SINGAPORE  
VolumeFive Pte Ltd.  
51 Anson Road,  
#01-53 Anson Centre,  
Singapore 079904  
Tel: +65 6348 2508  
Fax: +65 6348 2507  
sales@volumefivehome.com

SLOVENIA  
Moderna d.o.o.  
Jarska cesta 10b  
SI-1000 Ljubljana  
Tel: +386 590 200 95  
Fax: +386 590 200 96  
info@moderna.si  
www.moderna.si

SOUTH AFRICA  
Still the bathroom gallery  
Unit 111A, The Foundry  
74 Prestwich Str.  
Green Point Cape Town  
South Africa 8001  
Tel: 021 421 9970/2  
Fax: 021 421 9971  
info@stillbathrooms.co.za  
www.stillbathrooms.co.za

SUOMI  
INNO-TUOTE OY  
Tähdenlennontie 9  
02240 Espoo  
Tel: (0) 9 8870 380  
Fax: (0) 9 8870 3833  
info@inno.fi  
www.inno.fi

SVERIGE  
VOLA AB Showroom  
Storgatan 24  
114 55 Stockholm  
Tel: +46 08-6602801  
sales@vola.se  
www.vola.se

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Sanipex LLC  
Sheik Zayed Road  
PO, Box 30871  
Dubai  
Tel: 971 4 339 5660  
Fax: 971 4 339 5671  
www.sanipexdubai.com

UNITED STATES  
Hastings Tile and Bath  
711-8 Koehler Avenue  
Ronkonkoma, N.Y. 11779  
Tel: 631-285-3330  
Fax: 631-285-3342  
vola@hastingsstilebath.com  
www.hastingsstilebath.com