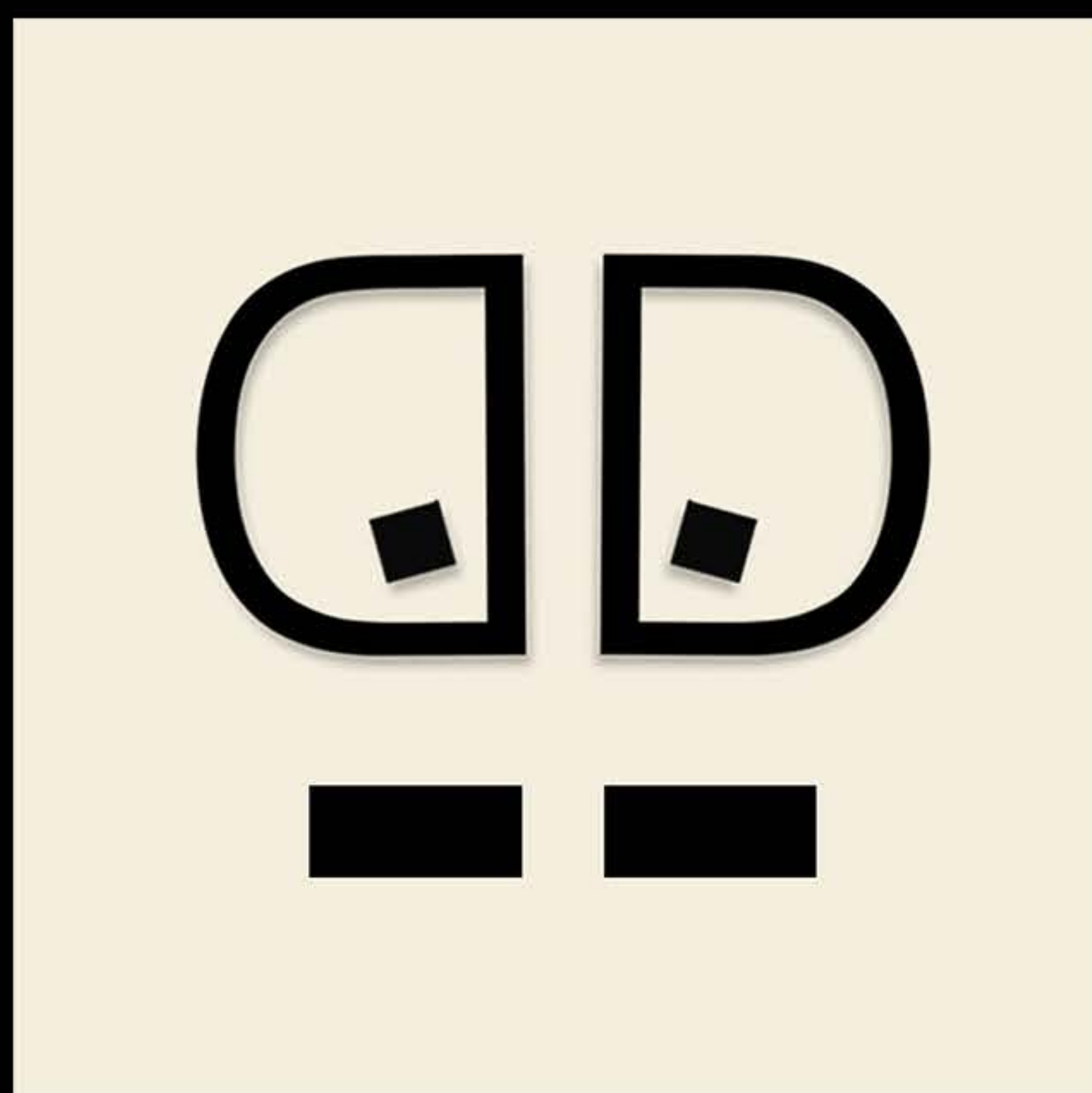
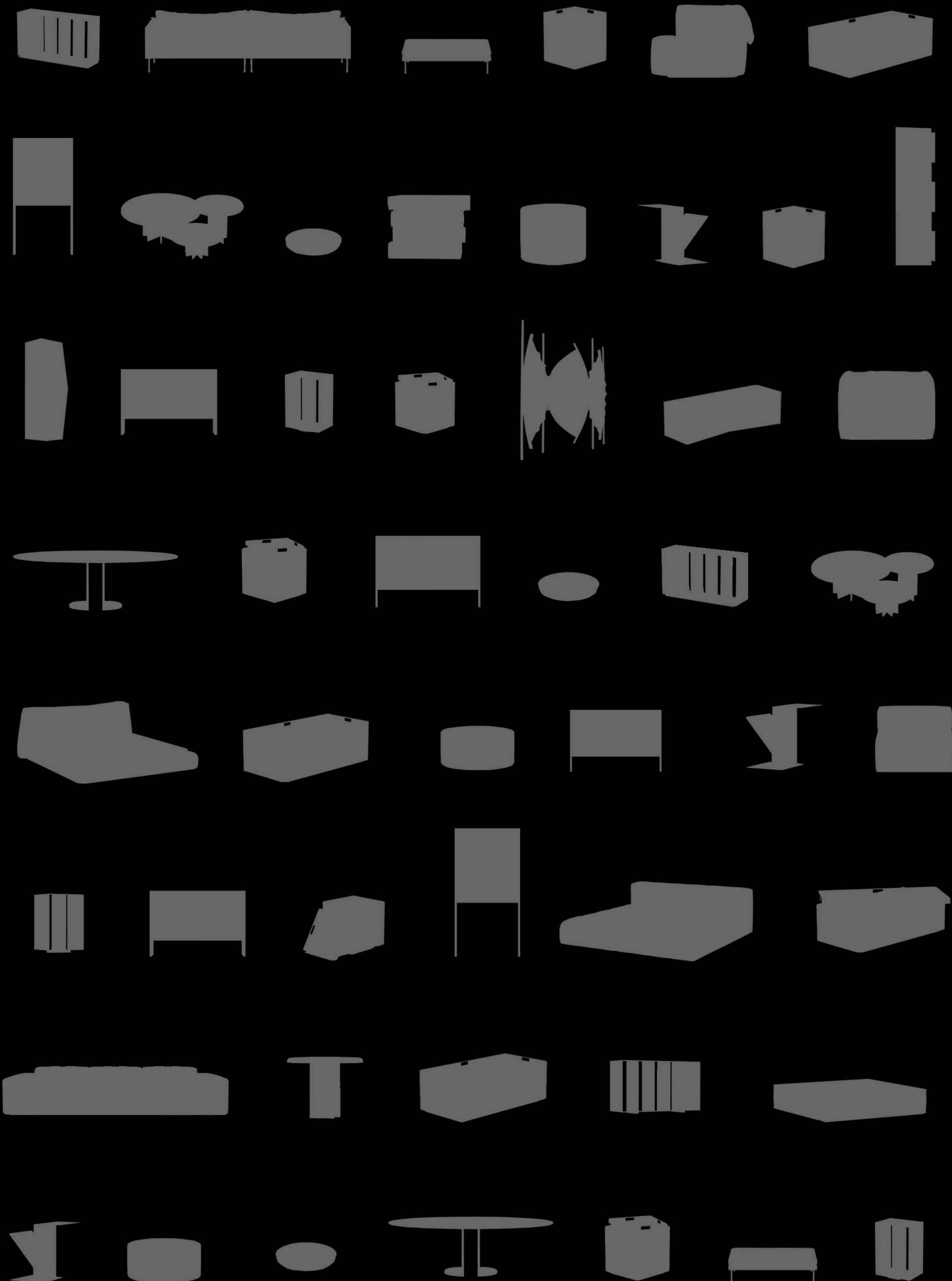
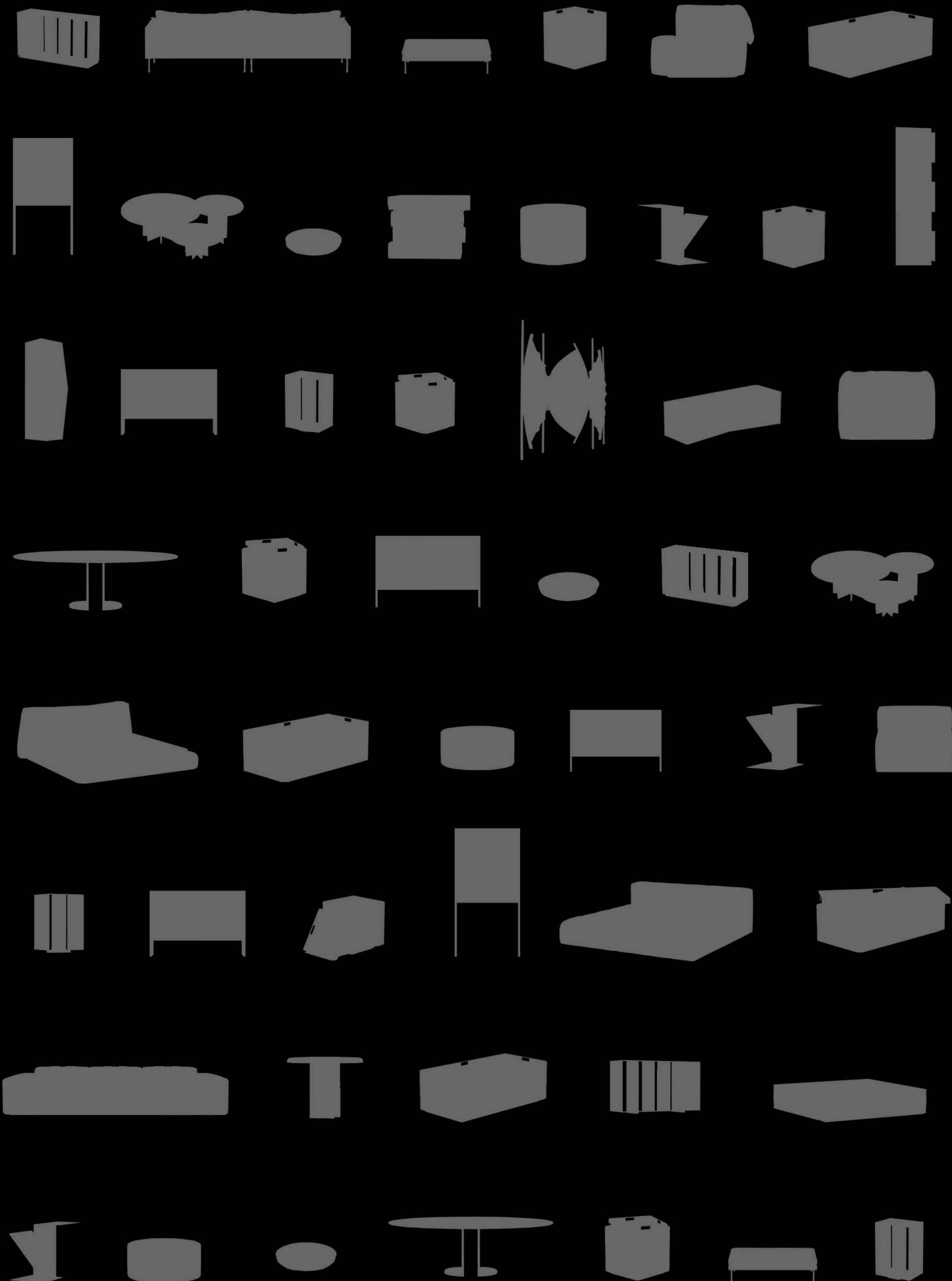






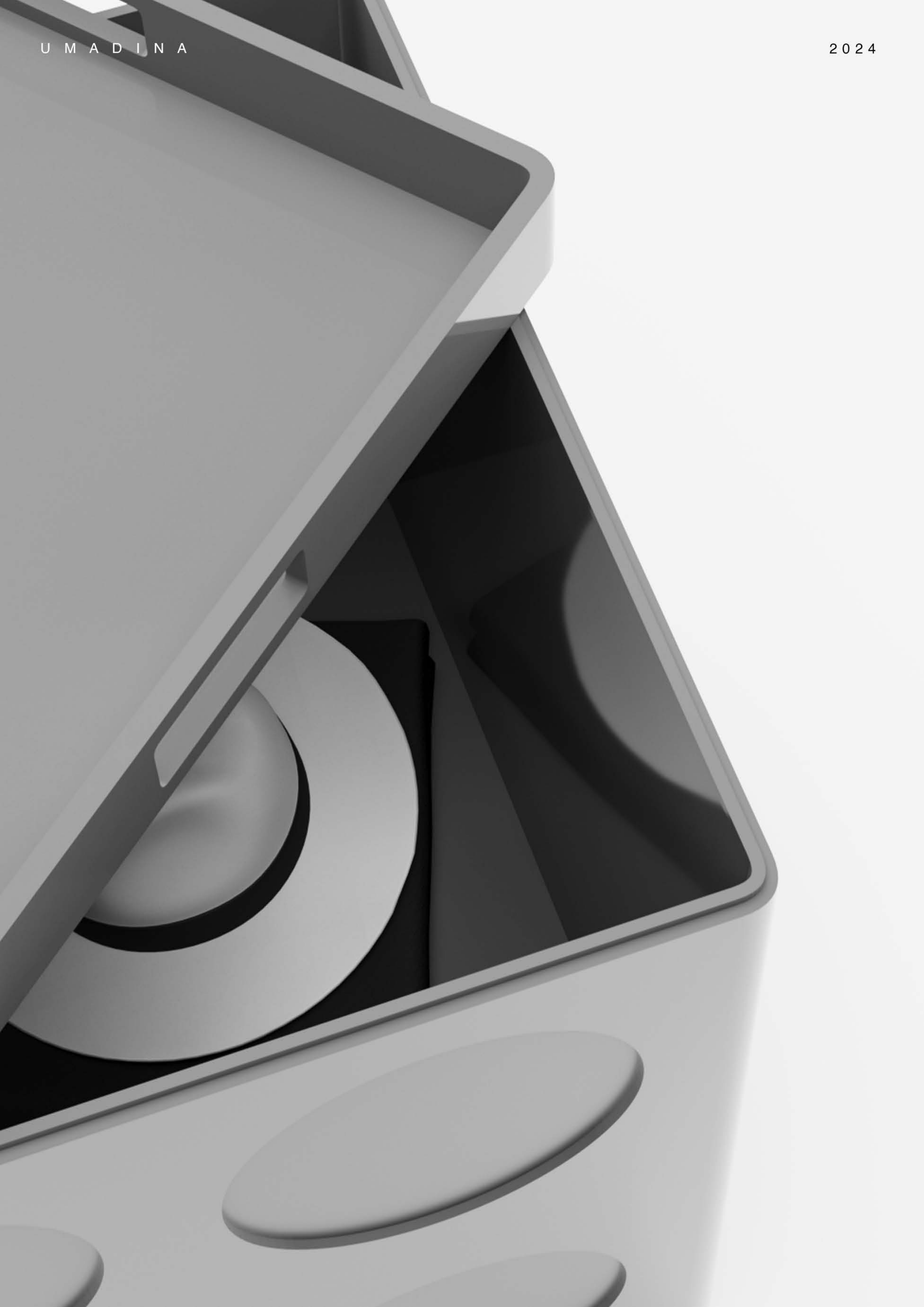


U M A D I N A

Umadina is a brand established in Ankara in 2021, drawing its roots and inspiration from the Mesopotamian region and winning international design awards. In addition to its founding purpose of furniture and accessory product design and production R&D, it also develops projects of various scales and dynamics in the fields of architecture, interior architecture, and concept project planning. The brand focuses on the designs of its studio team while also providing bespoke production services.

*"As the Umadina team, we pay great attention to ensuring that the dialogues we establish in our services are sincere, reliable, and understandable. In this way, over time, a story that we create, travel together with, and live in begins to emerge. We observe and experience that these stories, which are true to their essence, shape our designs, and our designs shape the stories. In every creation we experience, we think on a line between popular culture and traditionalism, exploring countless possibilities, designing, and producing. **We define the style of Umadina as fun, innocent, and unconventional.**"*

based in Ankara, Turkey.



B O B O ©

Bobos, which can be considered as a coffee table, side table, and nightstand, respond to various functions. The inside of the box can be used for storage, while its top surface can serve as a tray. Thanks to its wheeled legs, it is easy to move, making it a dynamic and versatile product. Bobos can adapt to any space and elevate the energy of the environment. They come in a wide range of colors, allowing you to create your own personalized Bobo by choosing the dimensions and colors that suit your living space.



TAG

Product inspiration: Lego

Design sensibility: Modern

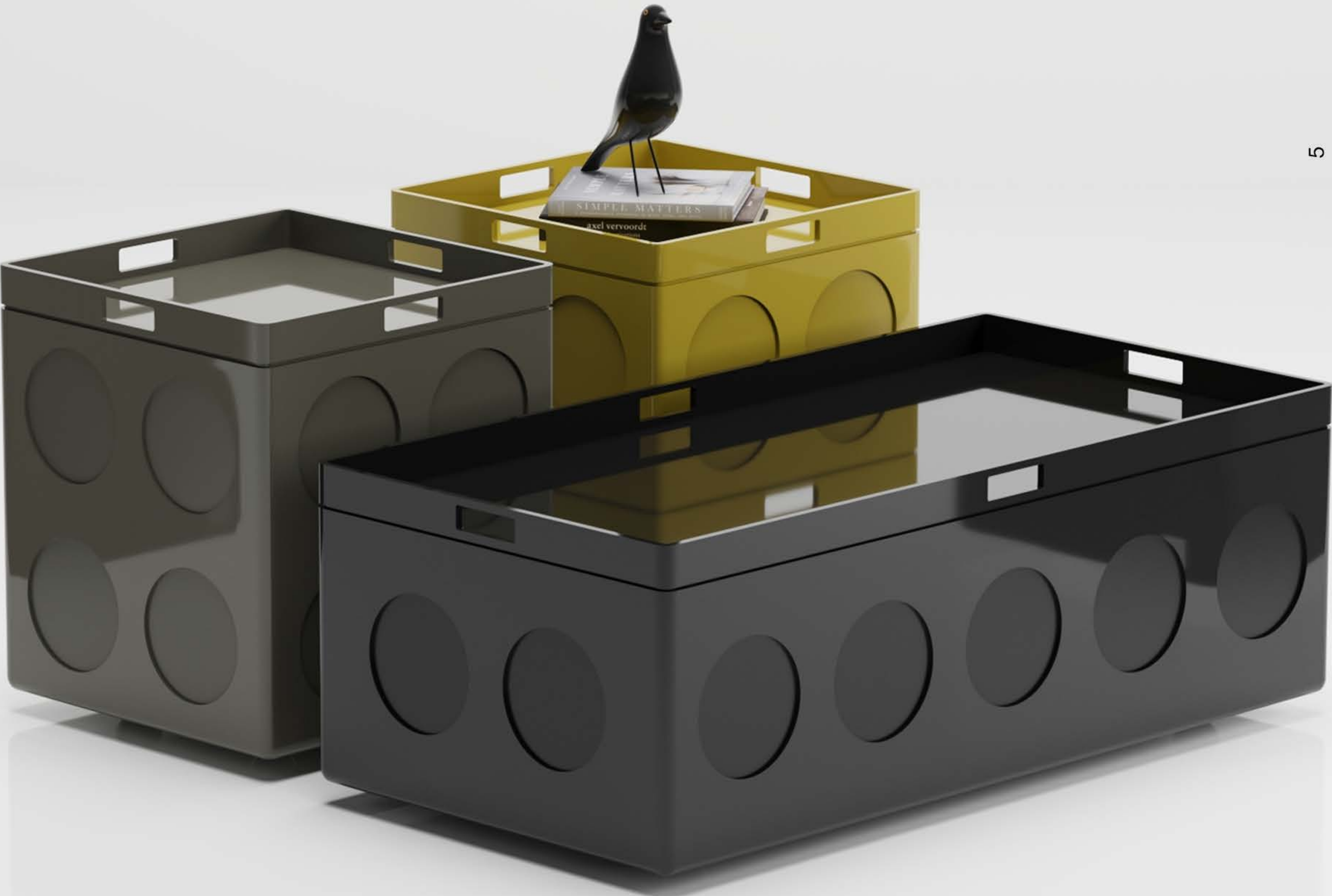
Product character: Dynamic, versatile

MATERIALS

The product is made of 1st-grade jointed MDF with a lacquer finish. High-quality casters have been chosen for the legs of the product.

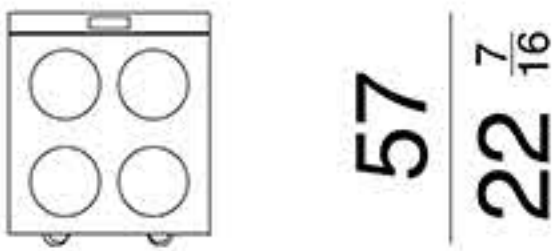








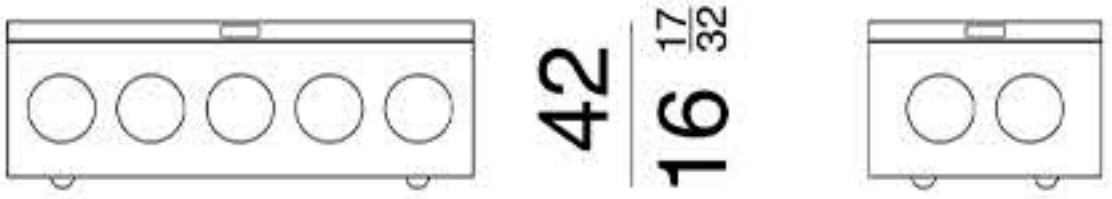
BOX (S) CM 50 x 50 x 57 h



50
19 ¹¹/₁₆



BOX (L) CM 60 x 120 x 42 h



120
47 ¹/₄

60
23 ⁵/₈



MATERIALS



BLACK
LACQUER



DARK GREY
LACQUER



GREY
LACQUER



WHITE
LACQUER

SPECIAL COLORS



MUSTARD
LACQUER



CHERRY
LACQUER



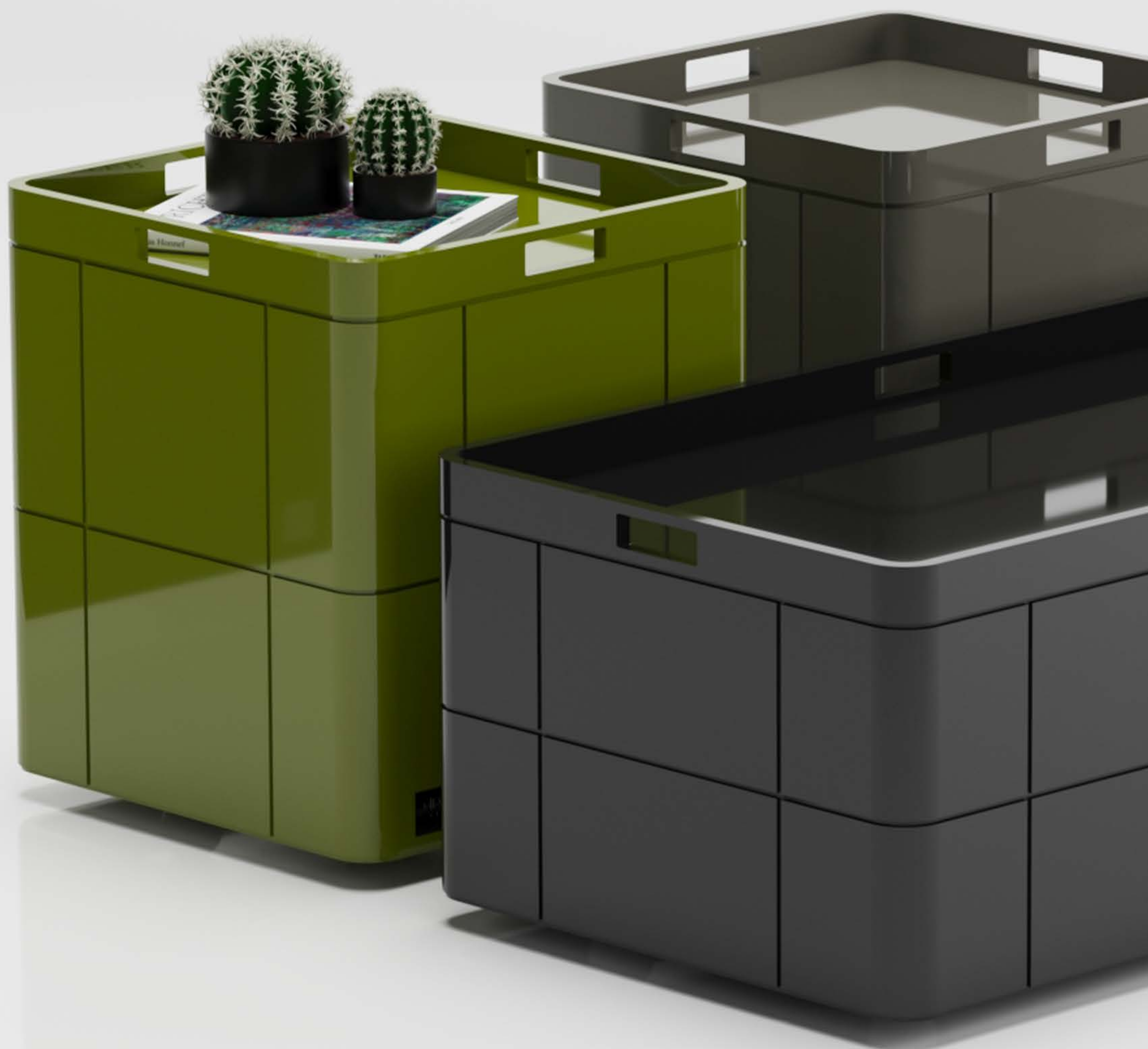
NAVY
LACQUER



PINK
LACQUER



GREEN
LACQUER



B I B I ©

Bibis, which can be considered as a coffee table, side table, and nightstand, respond to various functions. The inside of the box can be used for storage, while its top surface can serve as a tray. Thanks to its wheeled legs, it is easy to move, making it a dynamic and versatile product. Bibis can adapt to any space and elevate the energy of the environment. They come in a wide range of colors, allowing you to create your own personalized Bibi by choosing the dimensions and colors that suit your living space.



9

TAG

Product inspiration: Lego
Design sensibility: Modern
Product character: Dynamic, versatile

MATERIALS

The product is made of 1st-grade jointed MDF with a lacquer finish. High-quality casters have been chosen for the legs of the product.



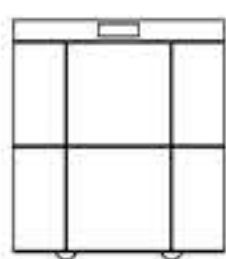






BOX (S) CM 50 x 50 x 57 h

BOX (L) CM 50 x 100 x 42 h

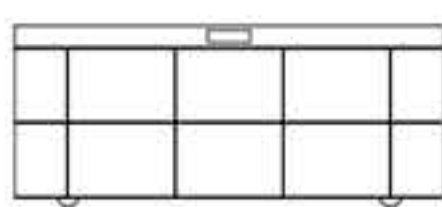


57
22 ⁷/₁₆

50
19 ¹¹/₁₆



50
19 ¹¹/₁₆



42
16 ¹⁷/₃₂



120
47 ¹/₄

60
23 ⁵/₈

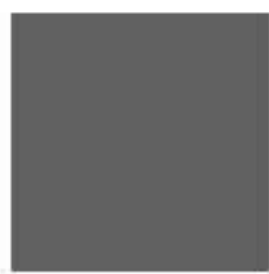


60
23 ⁵/₈

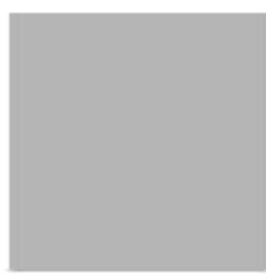
MATERIALS



BLACK
LACQUER



DARK GREY
LACQUER



GREY
LACQUER



WHITE
LACQUER

SPECIAL COLORS



MUSTARD
LACQUER



CHERRY
LACQUER



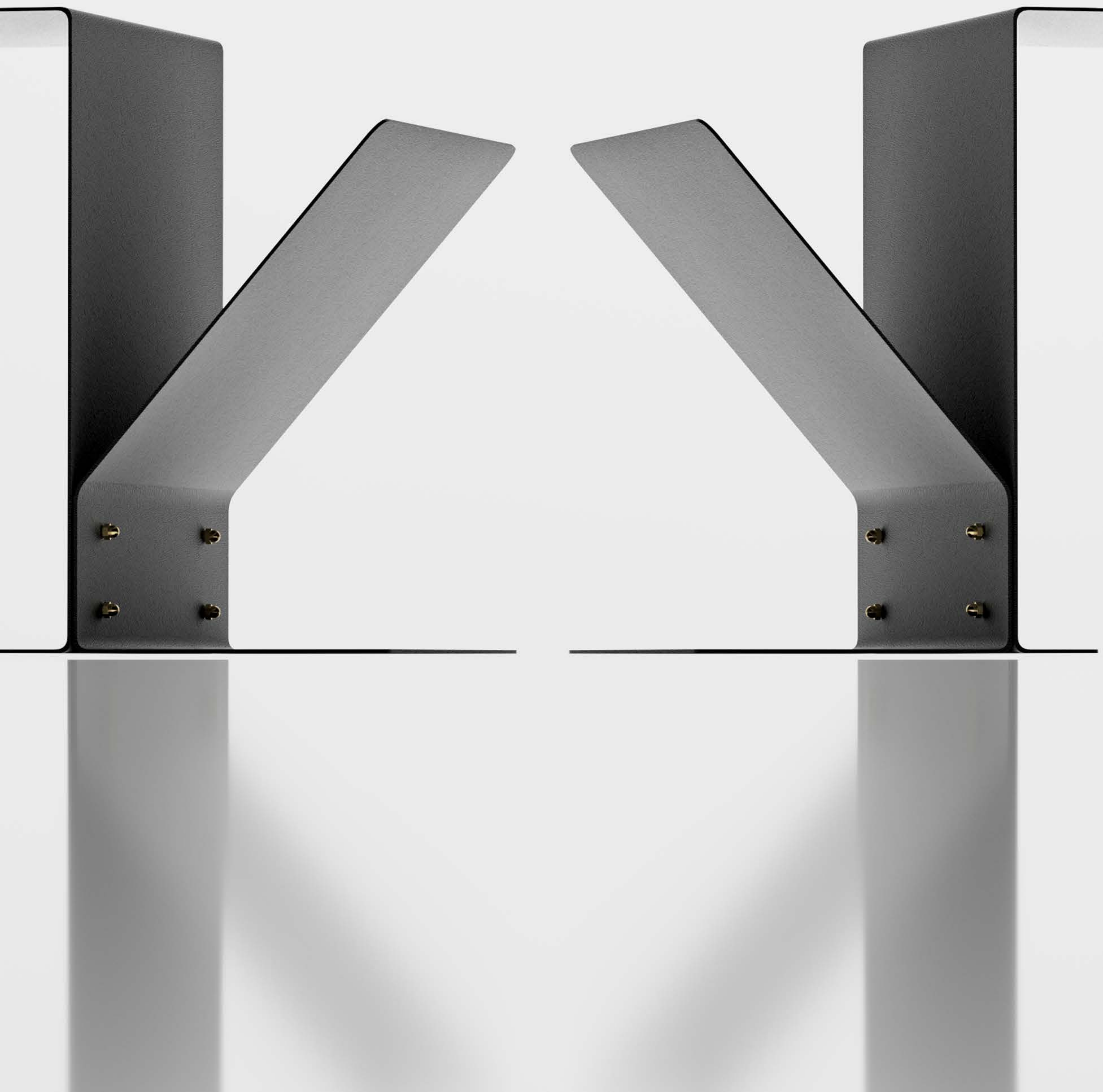
NAVY
LACQUER



PINK
LACQUER



GREEN
LACQUER



F R A K ©

Frak is a versatile piece of furniture that can be used as a side table or a nightstand, offering a variety of functions. With customizable options in color and material, Frak can be tailored to suit individual preferences. Its industrial appearance is enhanced by a specially curated color palette and metal screws, adding to its unique product character.



TAG

Product inspiration: Formal ball costume
Design sense: Remastered
Product character: Masculine

MATERIALS

The frame is crafted from first-class aluminum metal and coated with first-class electrostatic paint. It is assembled with top-tier stainless steel screws for enhanced durability and aesthetic appeal.





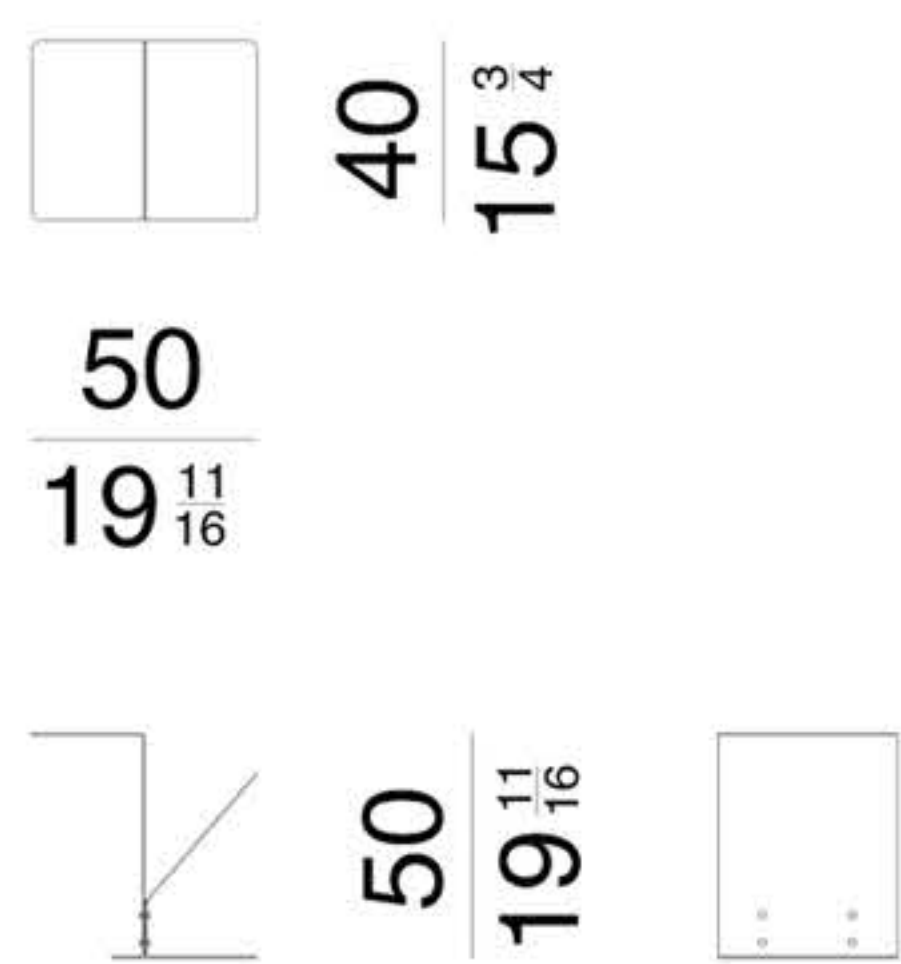


U M A D I N A

DESIGN
STUDIO



SIDE TABLE CM 50 x 40 x 50 h



MATERIALS



SPECIAL COLORS



LUXURY COLORS



ACCESSORIES





C O M ©

Com is a versatile piece of furniture that can be used as both a side table and a nightstand, offering multiple functions. With its 360-degree rotating stainless steel base, Com is dynamic and easily movable. You can choose the outer shell and inner compartment separately, allowing you to create your own Com with color alternatives that suit your taste.



TAG

Product inspiration: Gear combs

Design sensibility: Modern

Product character: Transparent, elegant

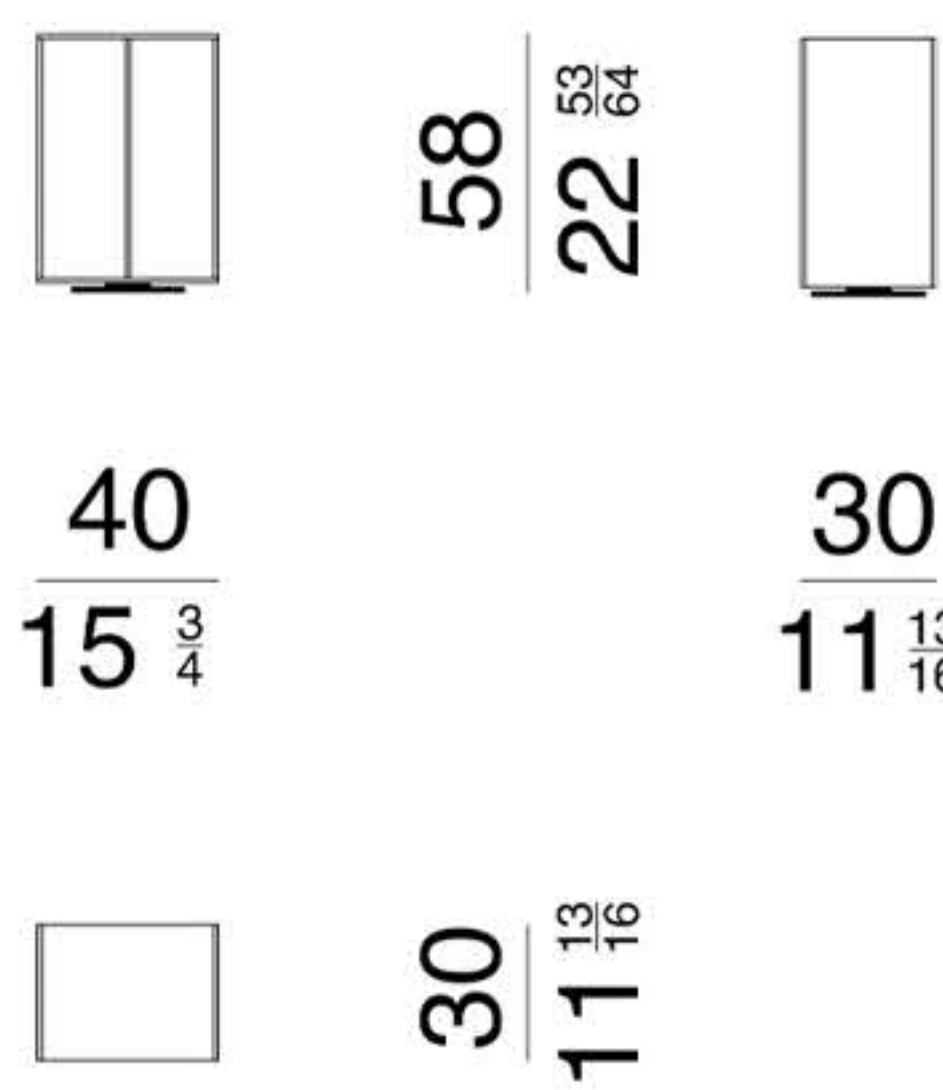
MATERIALS

The product features a combination of first-class ultra-clear and enamel-coated tempered glass. The product stand is made of stainless steel with a rotating mechanism.





COM CM 40 x 30 x 58 h



MATERIALS

OUTER SHELL



INNER SEAM



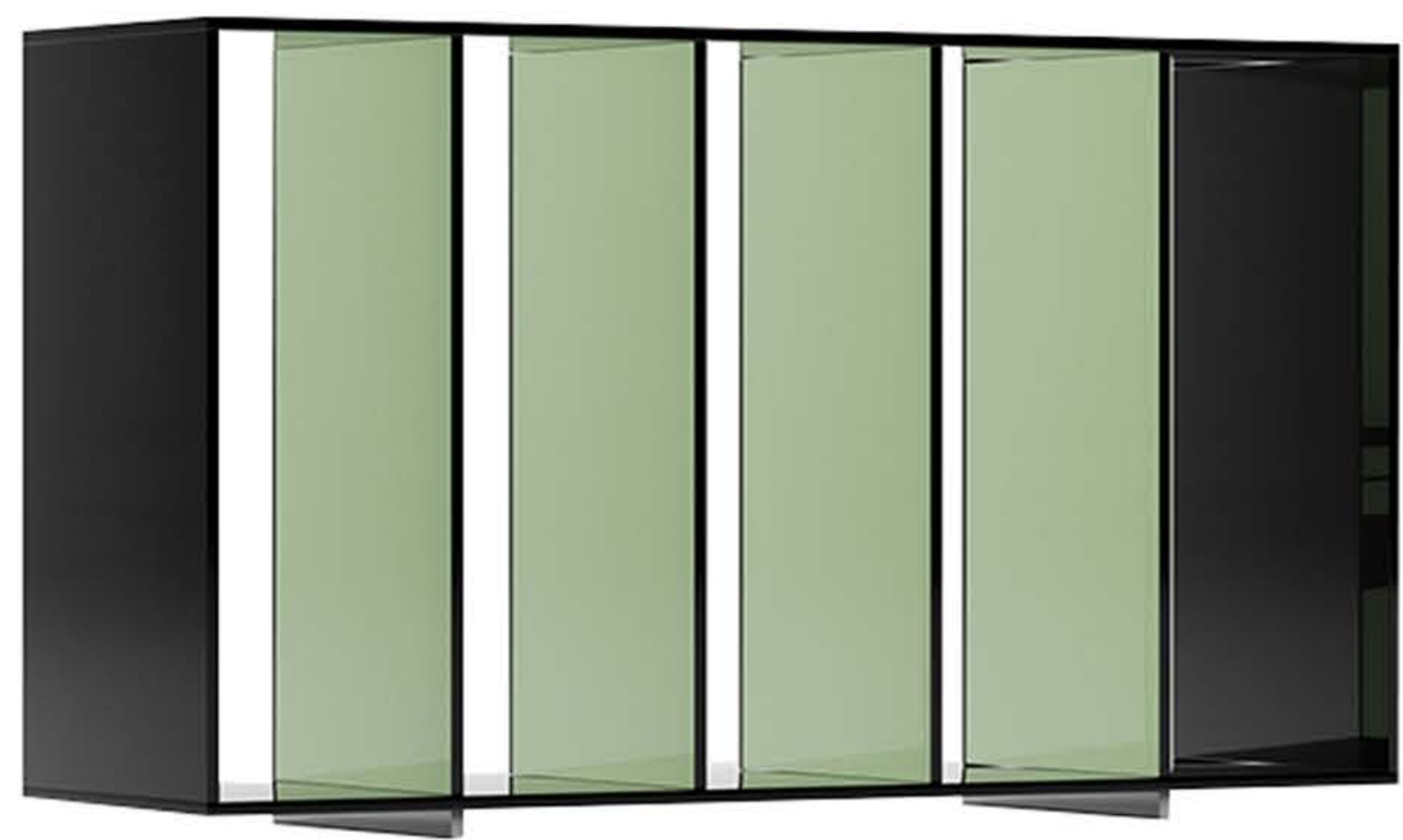
LEG





C O M M ©

Comm is a multifunctional piece of furniture that can be used as a side table, divider, and nightstand, offering multiple functions. With its versatile design, Comm responds to various needs in different settings. You can choose the outer shell and inner compartment separately, allowing you to create your own Comm with color alternatives that suit your preferences.



TAG

Product inspiration: Gear combs
Design sensibility: Modern
Product character: Transparent, elegant

MATERIALS

The body is combined with stainless metal legs.

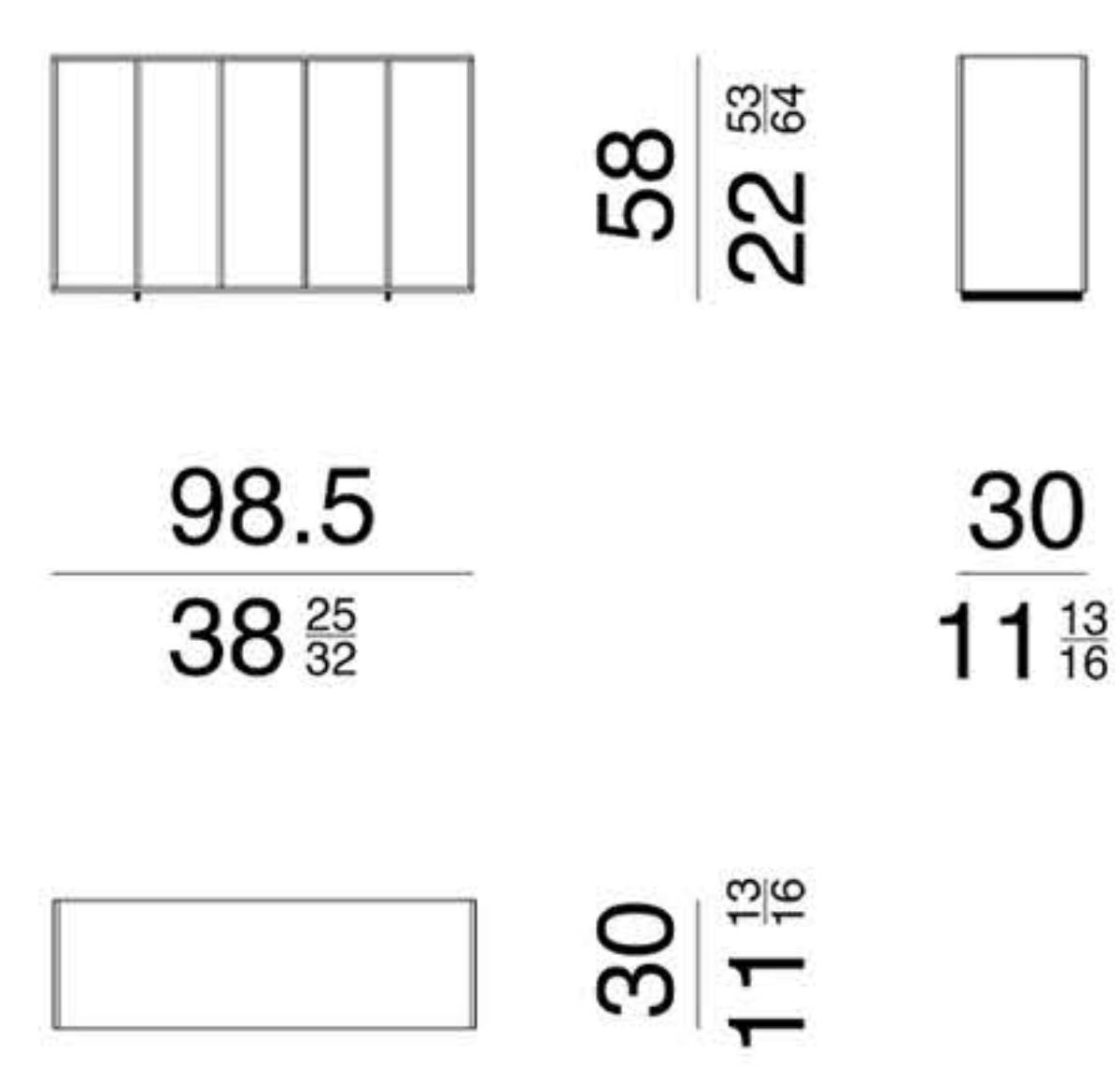




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COMM CM 98.5 x 30 x 58 h



MATERIALS

OUTER SHELL

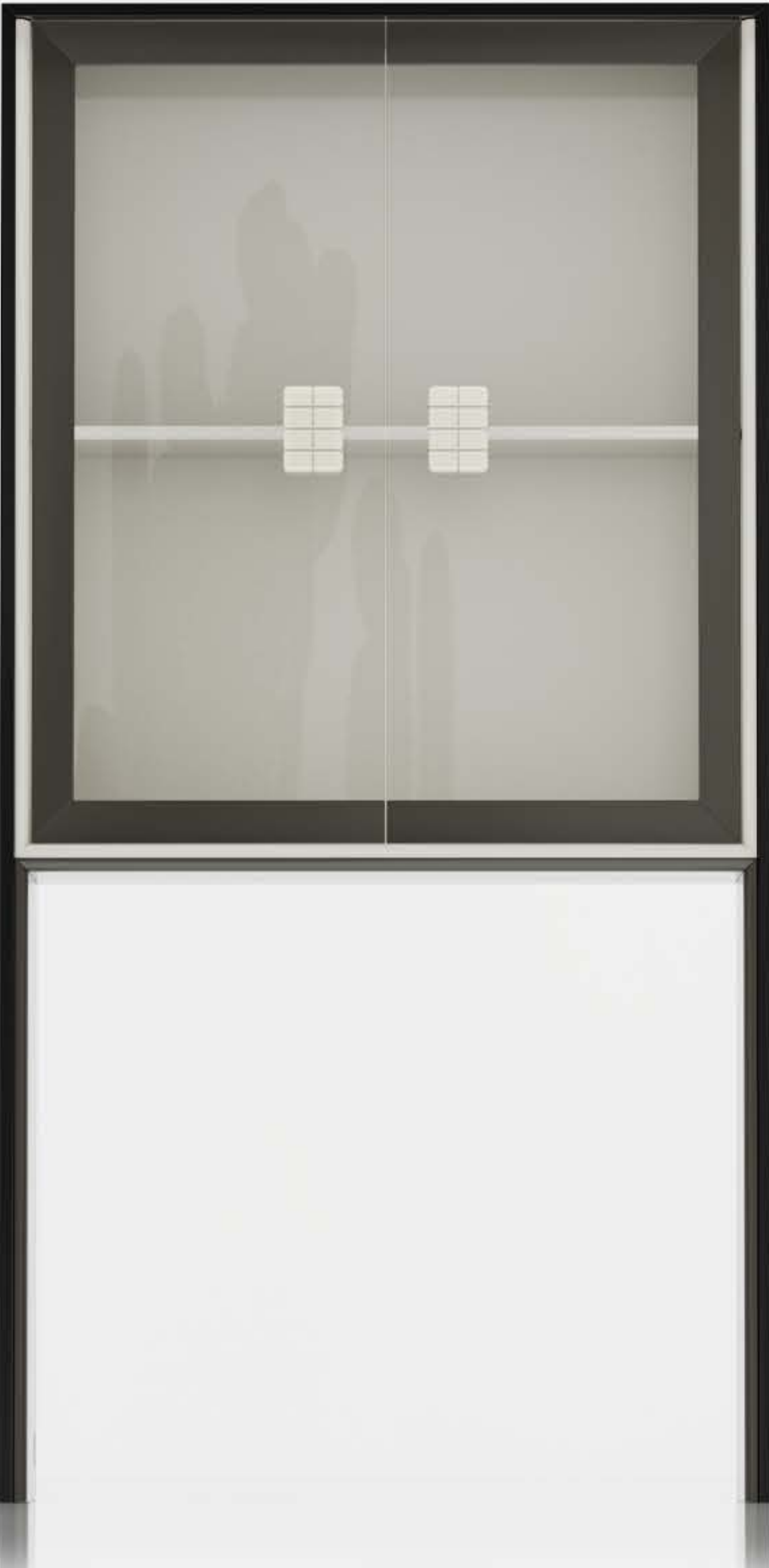


INNER SEAM



LEG





U M A ©
CABINET

Uma cabinet is a product that can be utilized for various functions in different spaces. The "U" shaped skeleton, when combined with unique details, reflects the simplicity inherent in the product's essence into the spaces it occupies.



TAG

Product inspiration: “U” shape
Design Sensibility: Modern-retro
Product Character: Innovative, outgoing

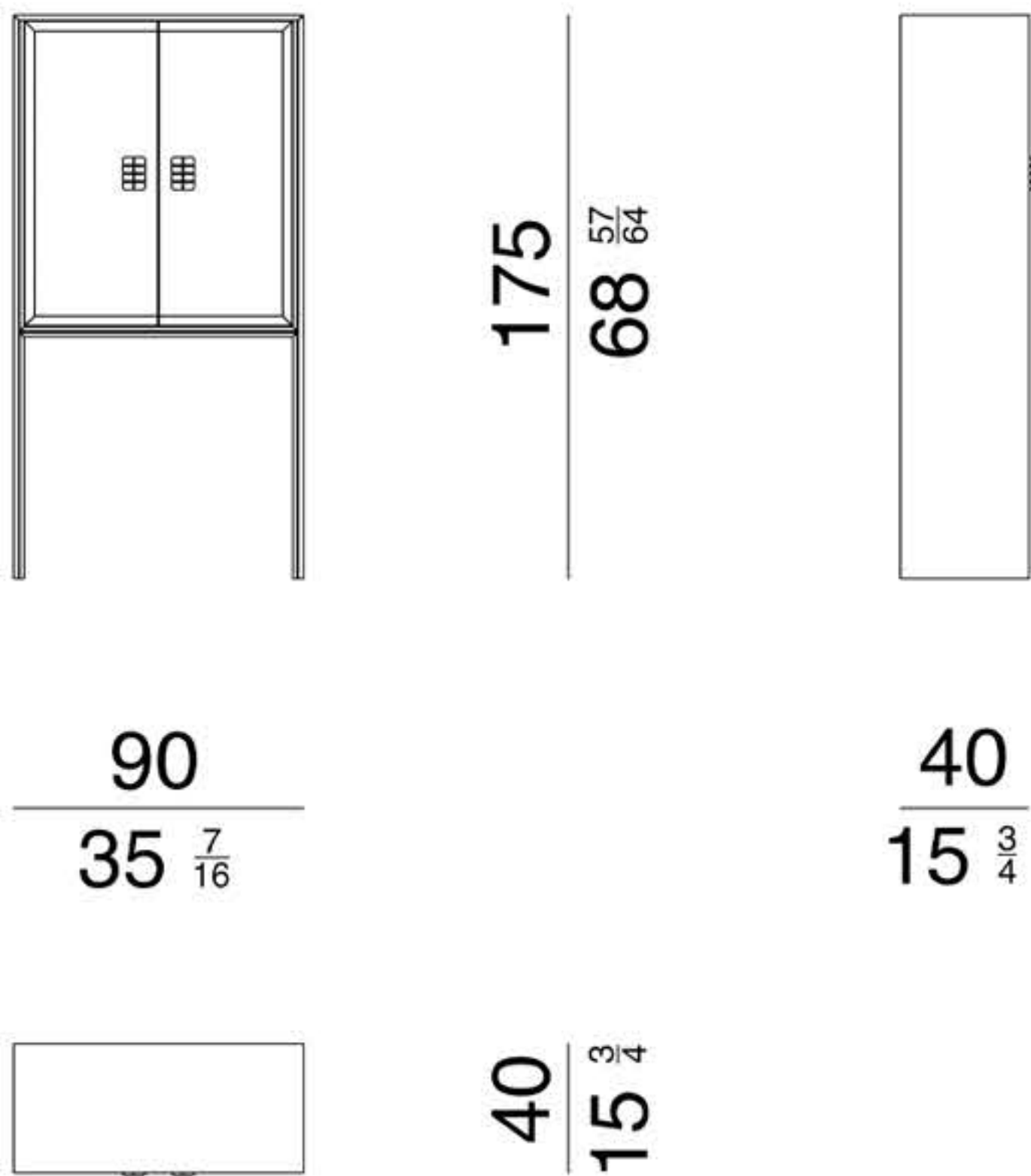
MATERIALS

The framework is made of 1st-grade MDF with a lacquered finish, combined with glass cabinet doors. The handles used on the cabinet doors are crafted from innovative materials with top-tier craftsmanship.





CABINET 90 x 40 x 175 h



MATERIALS

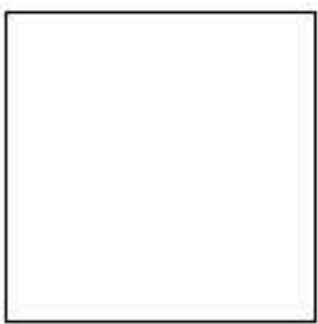
LACQUER



MUSTARD



CHERRY



MONOCHROME

(GLASS)



SMOKEY
GLASS

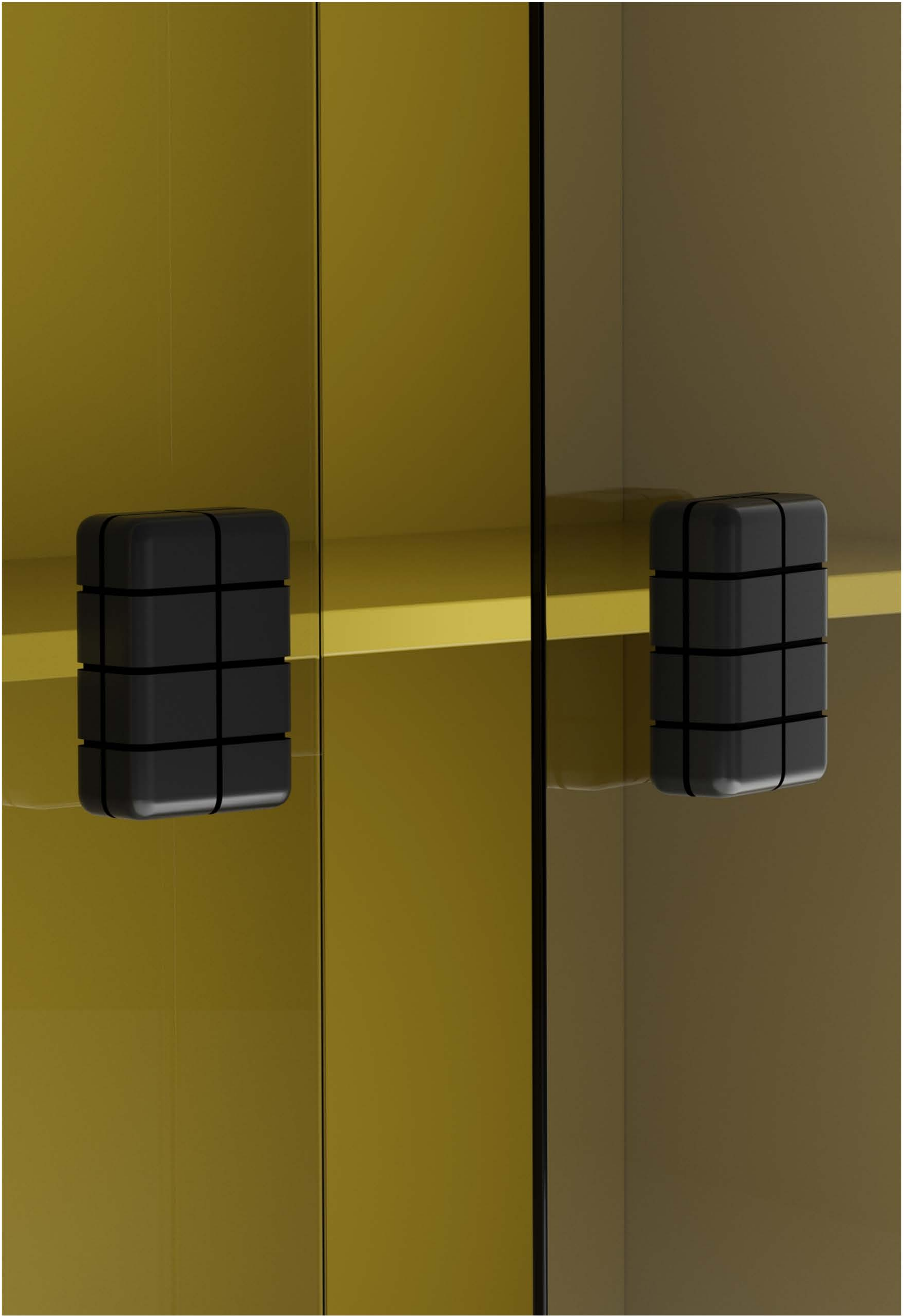
ACCESSORIES



BLACK
HANDLE

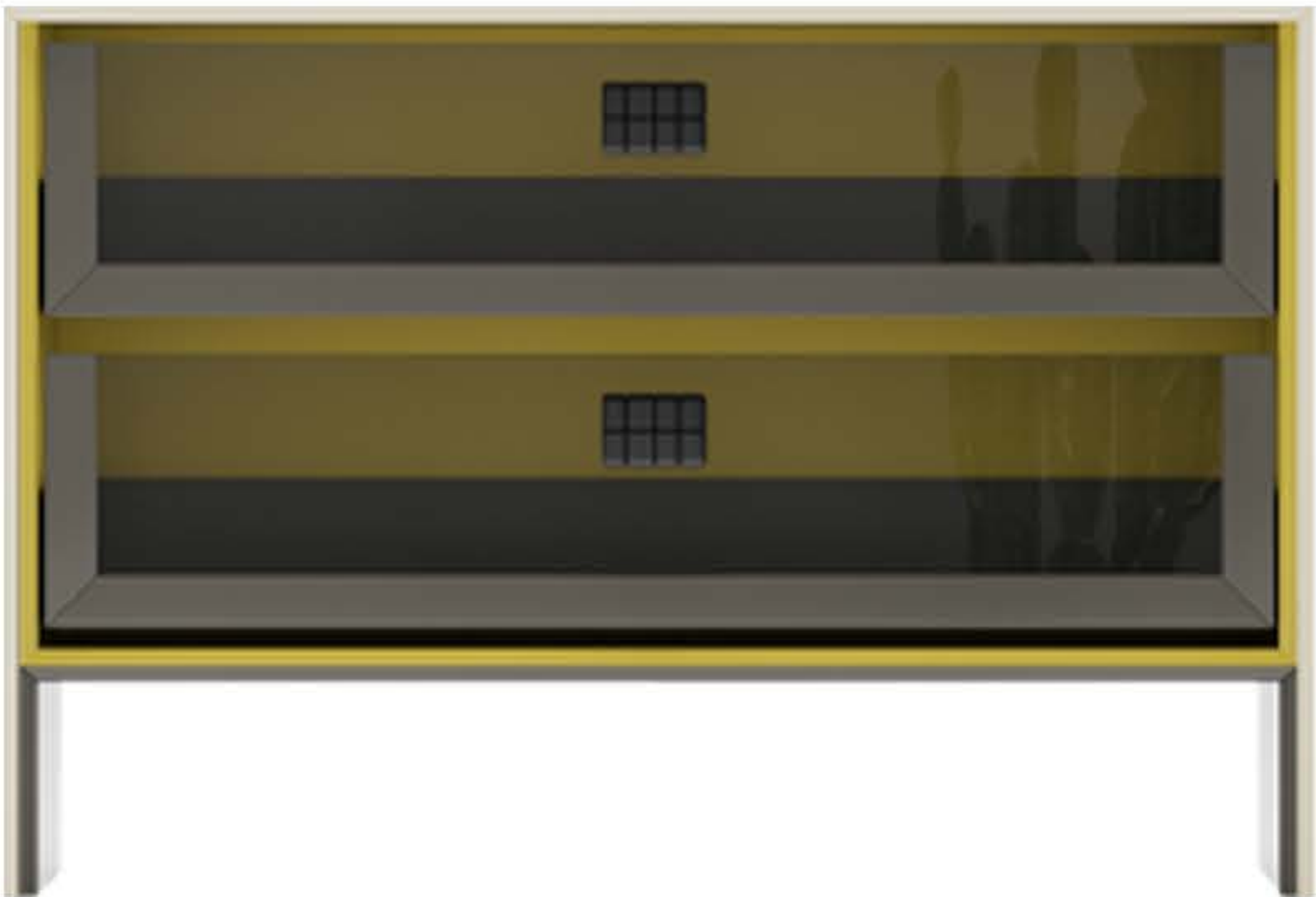


WHITE
HANDLE



U M A ©
CONSOLE

Uma console is a product that serves various functions in different spaces. Its skeleton is designed in a "U" shape, and when combined with unique details, it reflects the original character and simplicity of the product into the space.



TAG

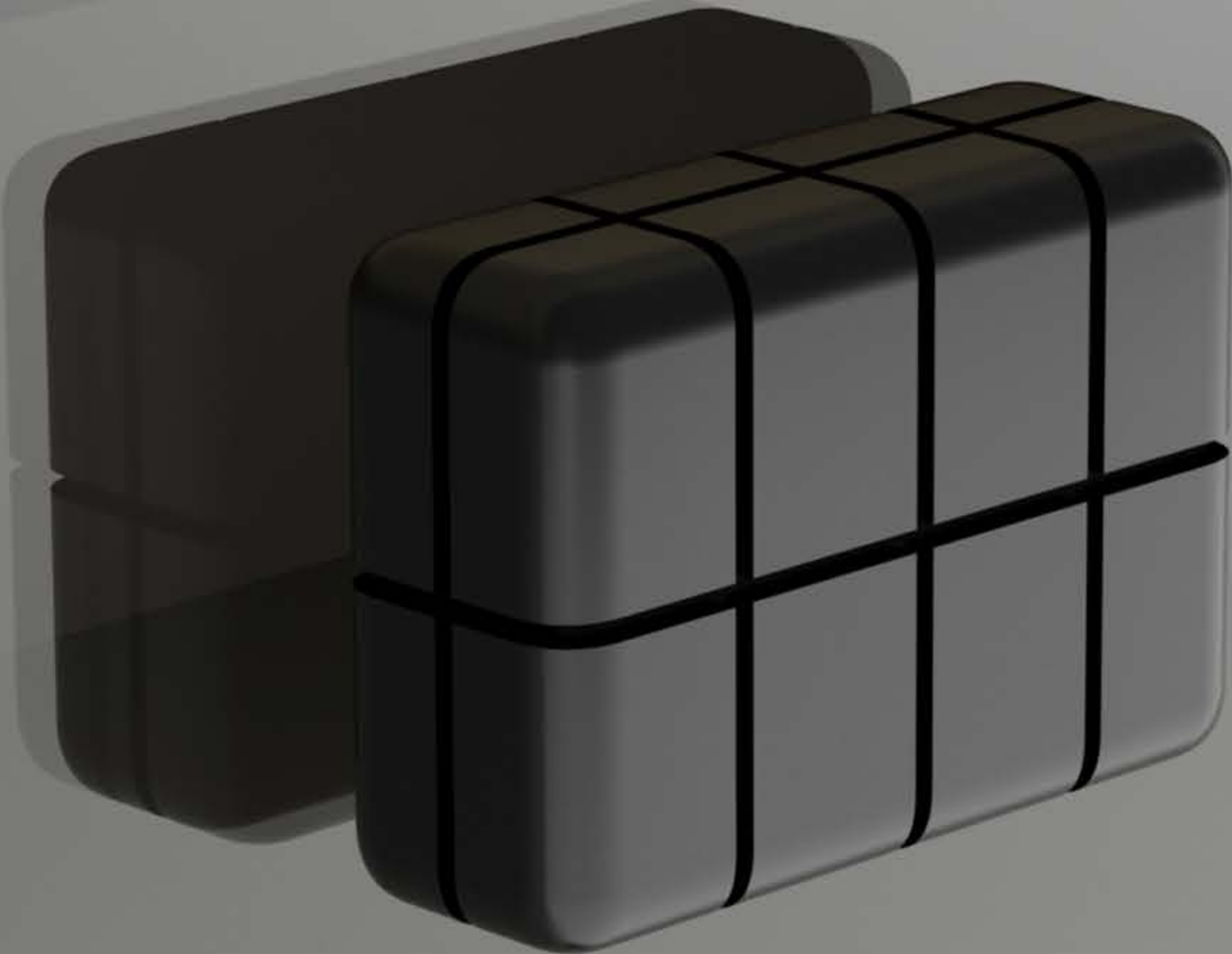
Product inspiration: “U” shape
Design Sensibility: Modern-retro
Product Character: Innovative, outgoing

MATERIALS

The frame is made of 1st-grade MDF with a lacquered finish, combined with glass drawers. The handles used on the drawers are produced from innovative materials with top-tier craftsmanship.

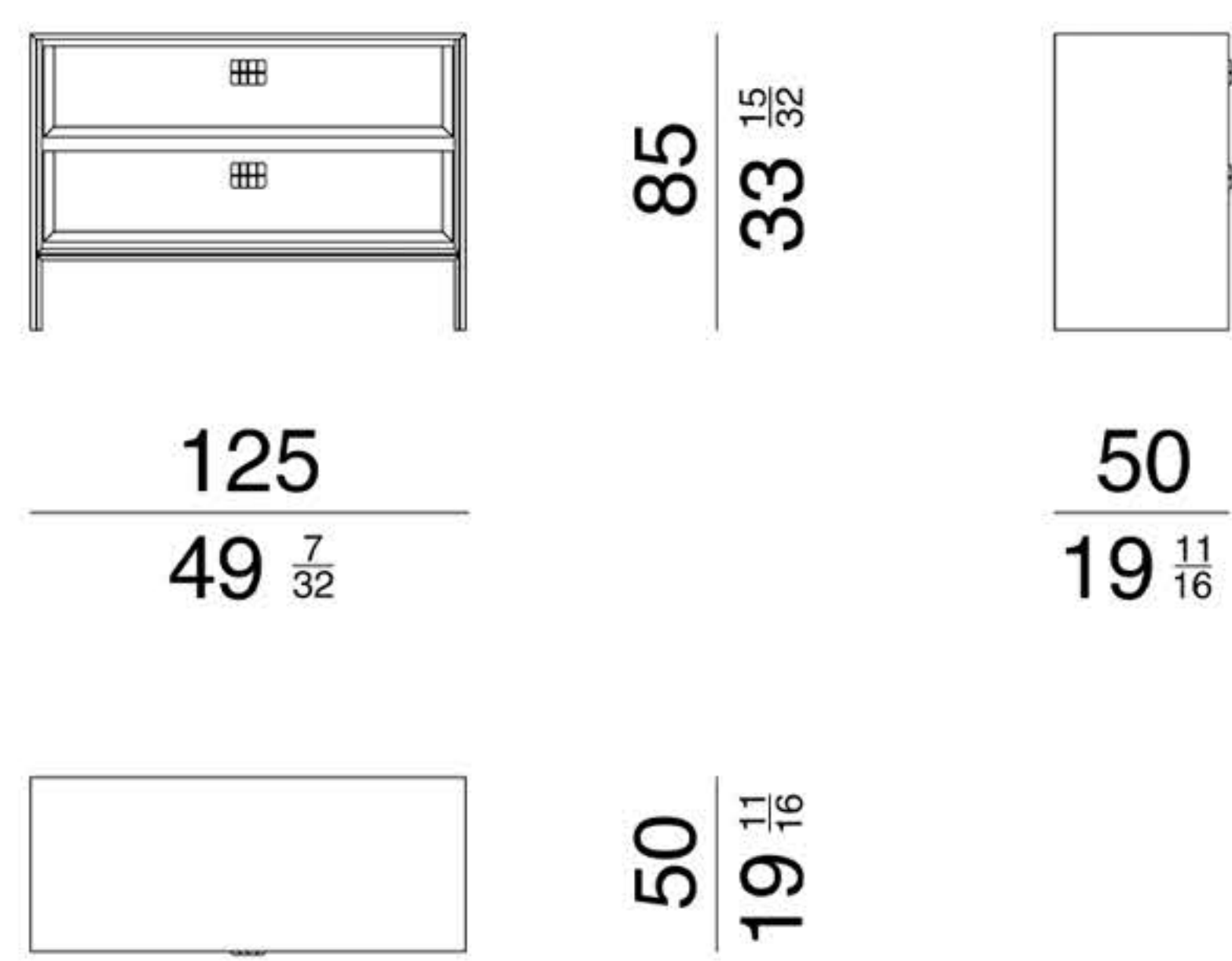








CONSOLE 125 x 50 x 85 h



MATERIALS

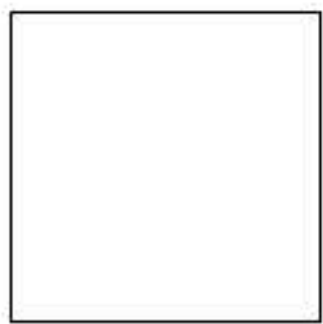
LACQUER



MUSTARD



CHERRY



MONOCHROME

(GLASS)



SMOKEY
GLASS

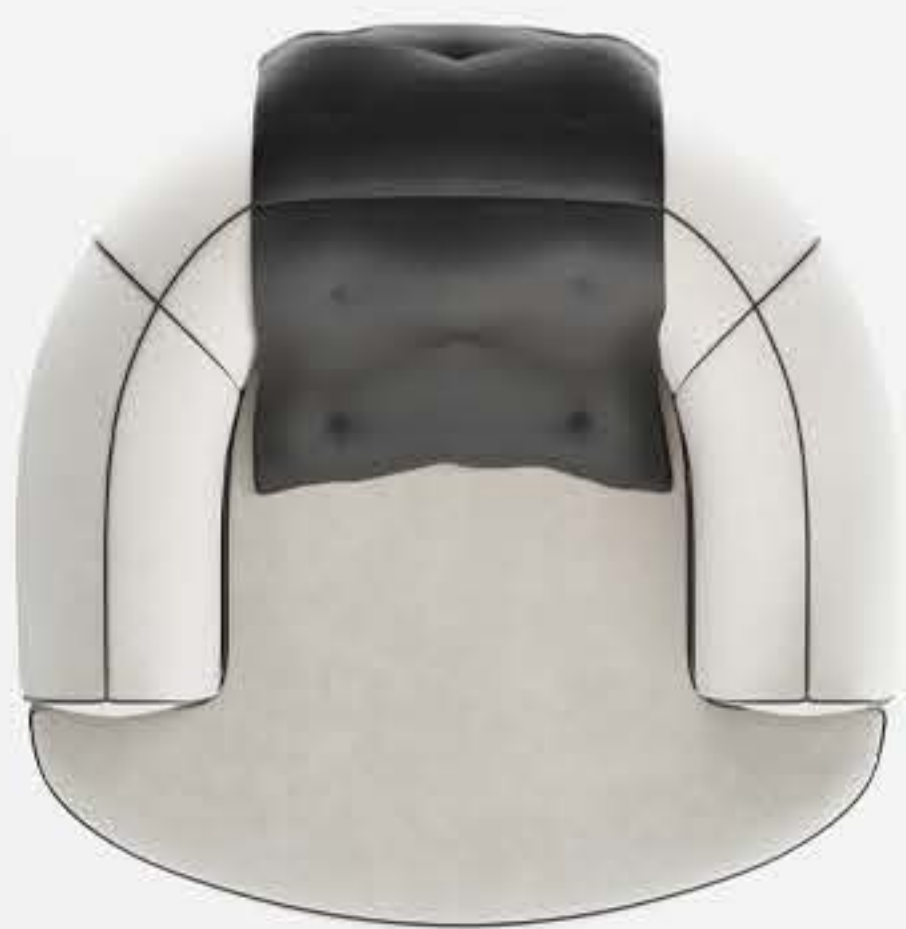
ACCESSORIES



BLACK
HANDLE



WHITE
HANDLE



J O O ©
BAGHDAD

The design, inspired by the saddle hanging on the camel's back, consists of a rotating-legged armchair and its accessory on the back. You can personalize the combination of velvet fabric with a wide range of colors and genuine leather trim and accessories according to your own choice, and create your unique Joo Baghdad.



TAG

Product inspiration: Saddle
Design sensibility: Modern
Product character: Dynamic, strong

MATERIALS

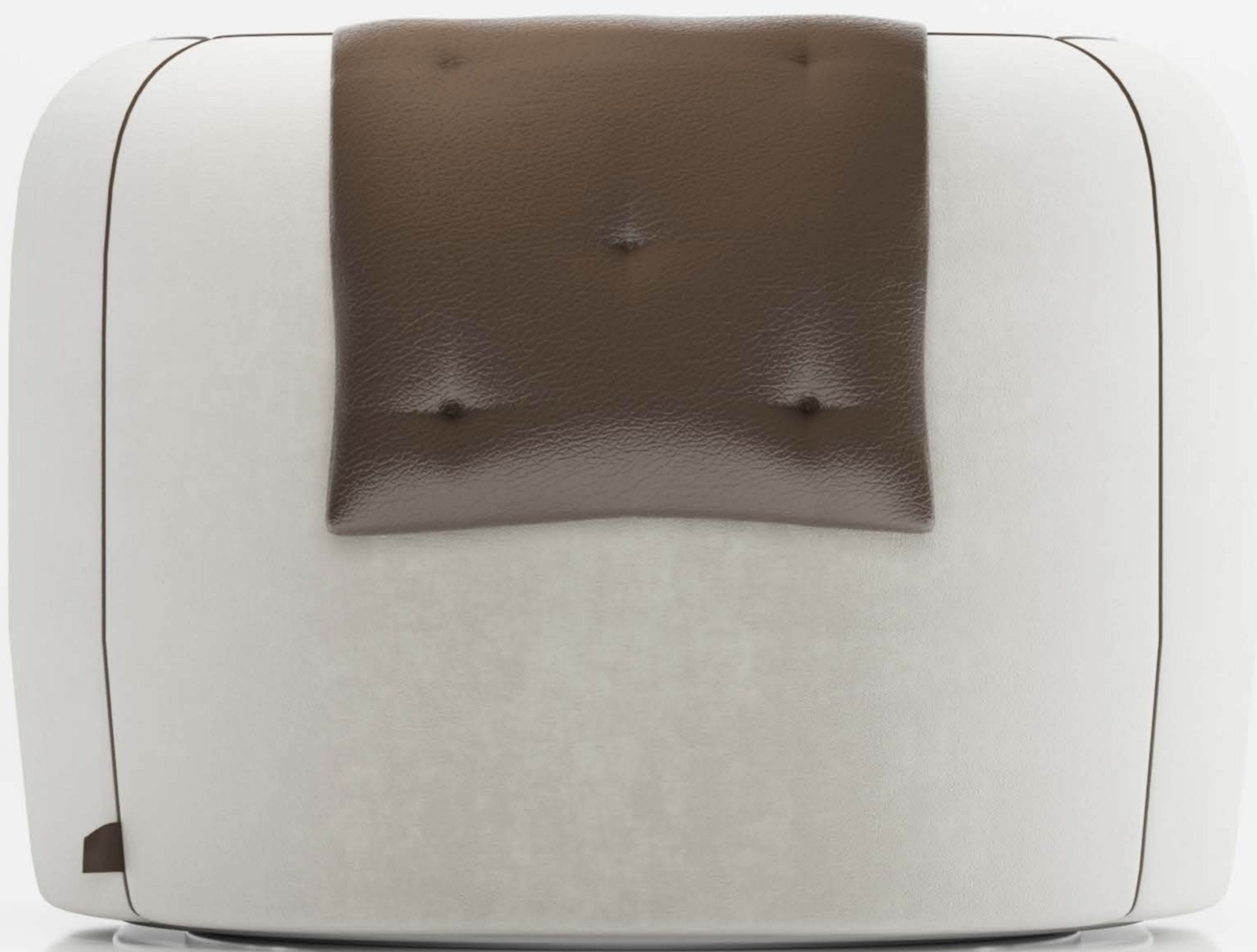
The top-quality sponge is medium firmness, covered with premium imported fabric from Germany. The product's legs feature first-rate stainless steel with swivel mechanisms.



U M A D I N A

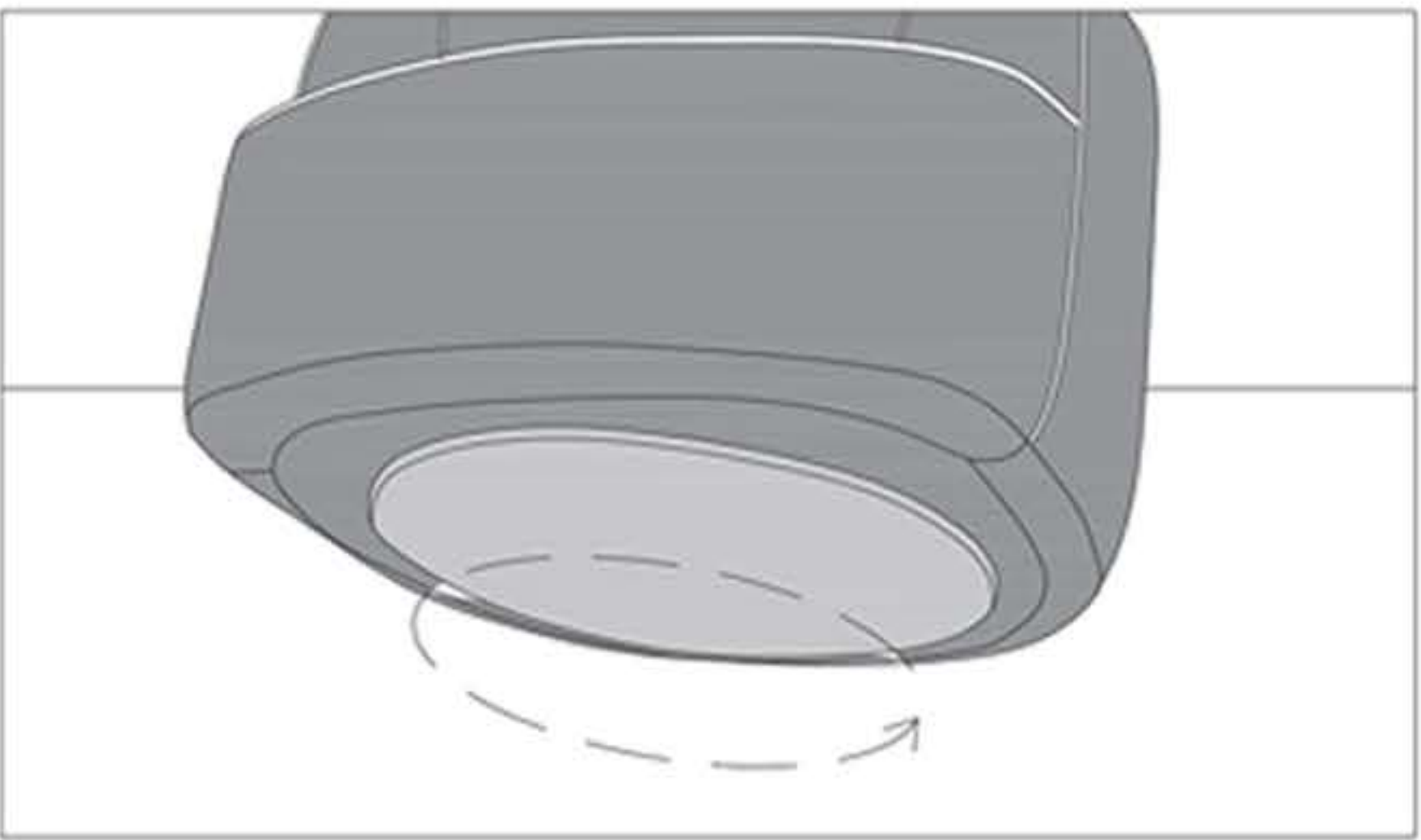
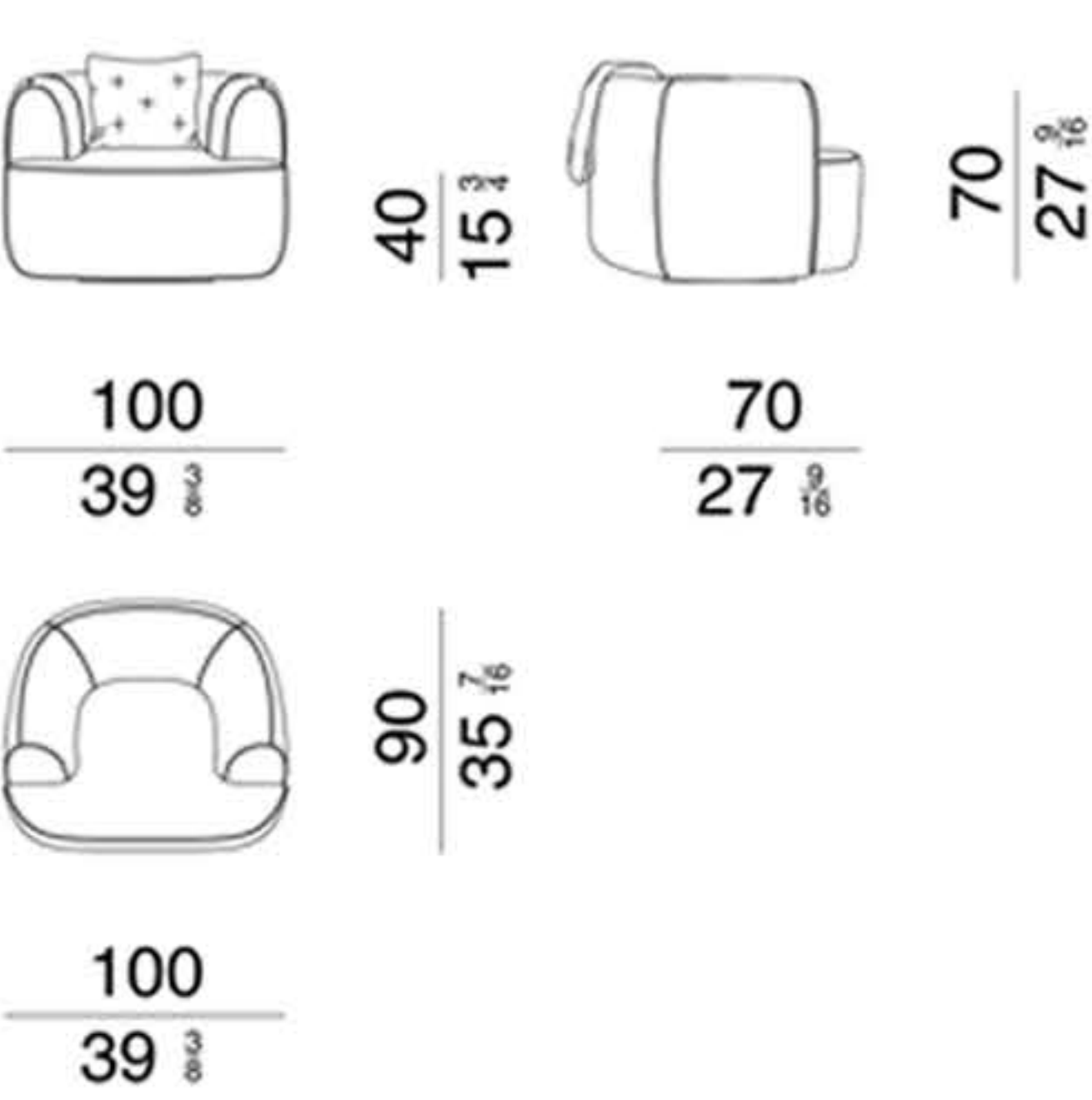
DESIGN
STUDIO





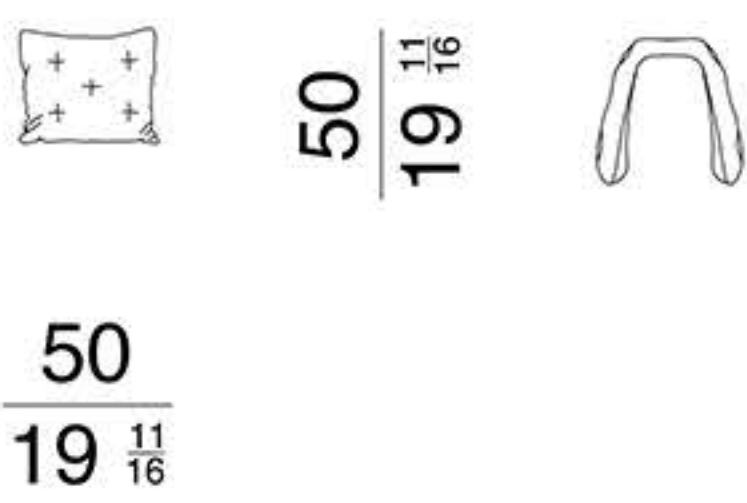


ARMCHAIR CM 100 x 90



DÖNER METAL AYAK I
SWIVEL METAL ARMCHAIR LEG

CUSHION CM 50 x 100

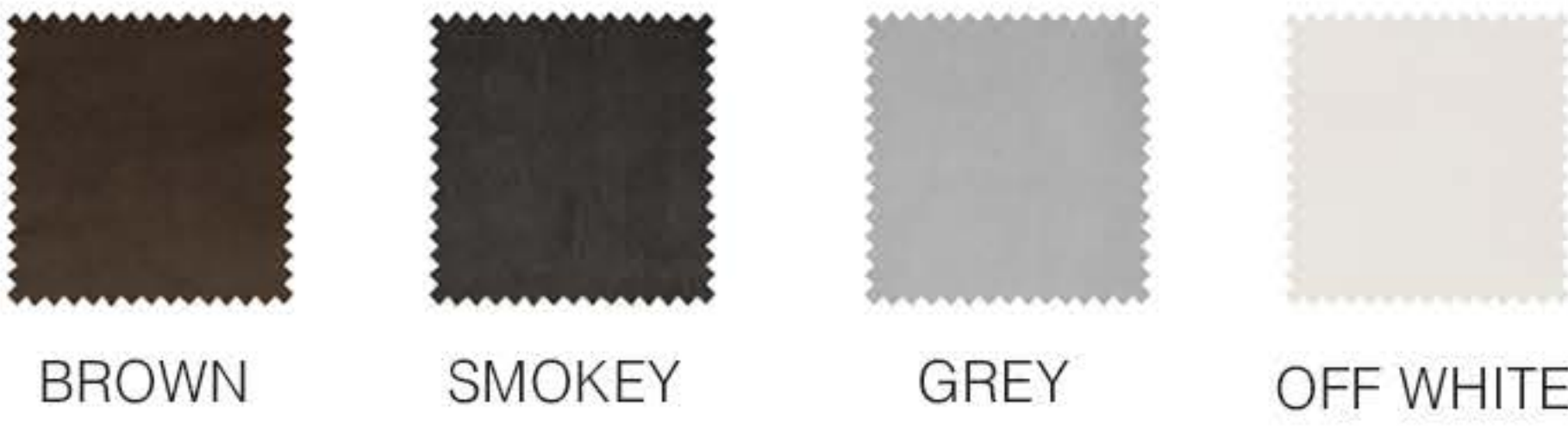


MATERIALS

LEATHER



FABRIC



LEG



SILVER
STAINLESS





UMBRELLA ©

Umbrella's, which evoke a modern-mystical effect with their design, can be used as a coffee table, side table, and nightstand. Umbrella, which you can personalize with color and material options, has gained depth with a color palette specially created for the product character and different material combinations.



TAG

Product inspiration: The trays used on Anatolian tables

Design sensibility: Oriental

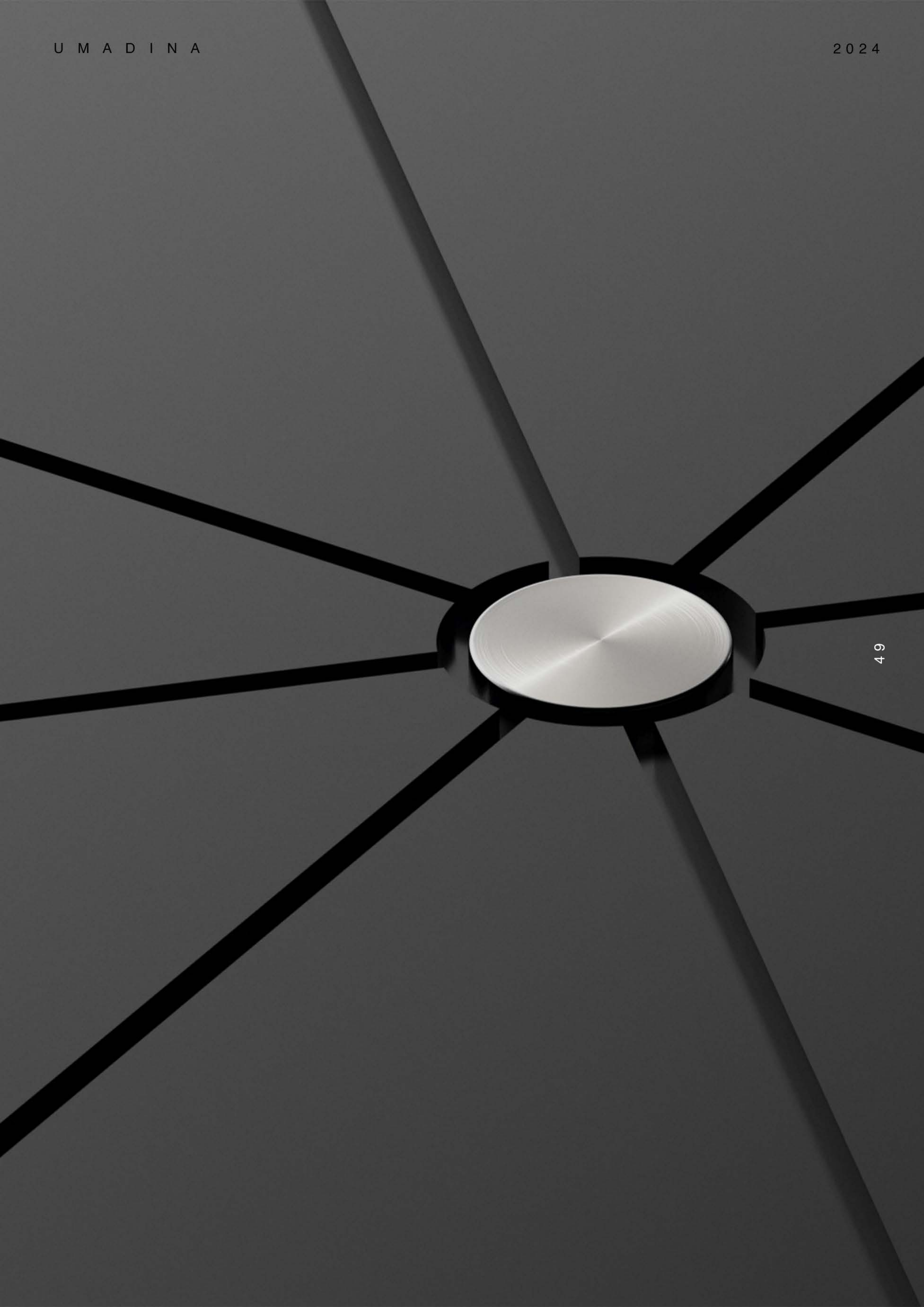
Product character: Tolerant, welcoming

MATERIALS

The top surface is made of 1st-grade MDF with a lacquered finish. There is a stainless steel button at the center of the table. The legs are available in imported plywood or imported colored glass options.

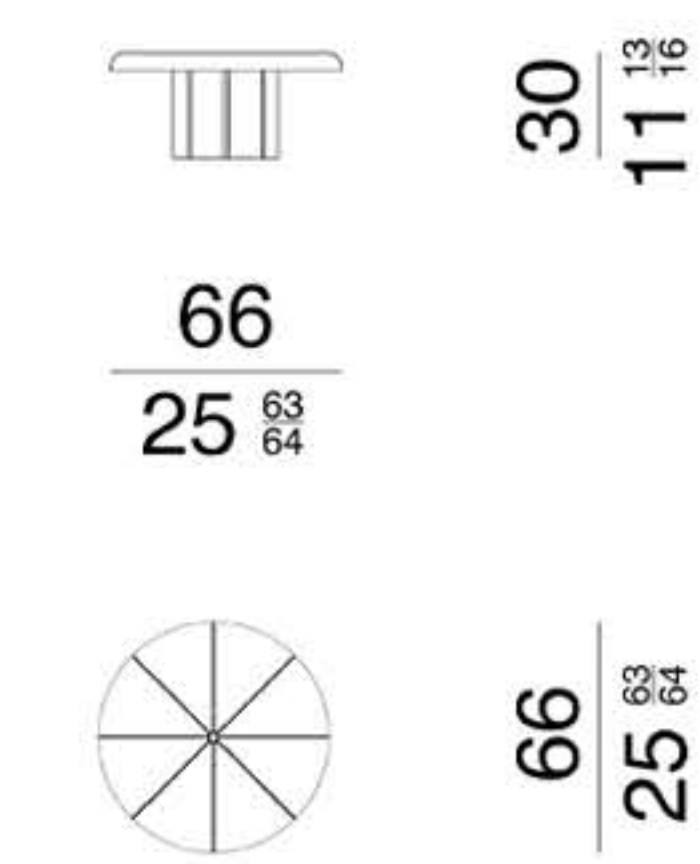




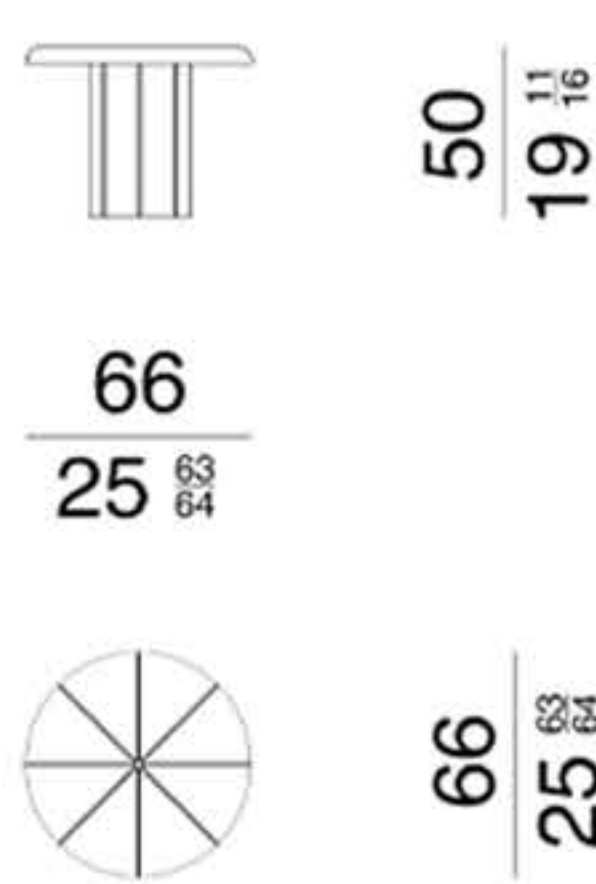




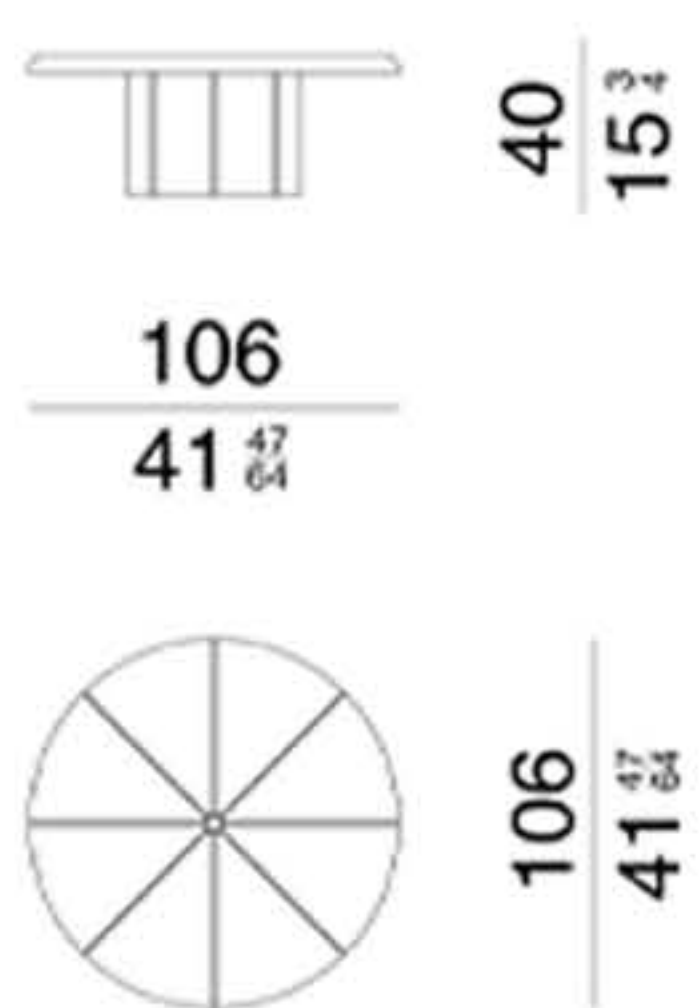
COFFEE TABLE (S) CM 66 x 30 h



COFFEE TABLE (M) CM 66 x 50 h

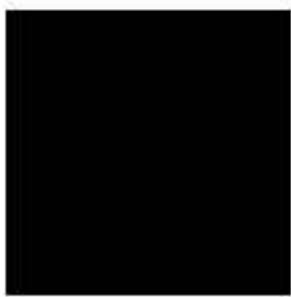


COFFEE TABLE (L) CM 106 x 40 h



MATERIALS

(LACQUER)



BLACK
LACQUER



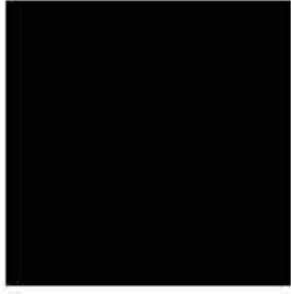
GREY
LACQUER



CREAM
LACQUER

LEG

(PLYWOOD)



BLACK
PLYWOOD



GREY
PLYWOOD



CREAM
PLYWOOD

(GLASS)



BRONZE
GLASS



SMOKEY
GLASS



CLEAR
GLASS

ACCESSORIES



SILVER
STAINLESS
BUTTON



CHAMPAGNE
GOLD
STAINLESS BUTTON



DAFFY ©

Daffy offers its users entertaining dining experiences in their surroundings thanks to its neotenous design language. By complementing wood and metal combinations with different color alternatives, you can make your unique choice and create your own Daffy table.



53

TAG

Product inspiration: Cartoon's character
Design sensibility: Neotenic
Product character: Fun

MATERIALS

The table surface is made of 1st-grade MDF with oak veneer and a lacquered finish. The legs are constructed from top-tier static painted metal.

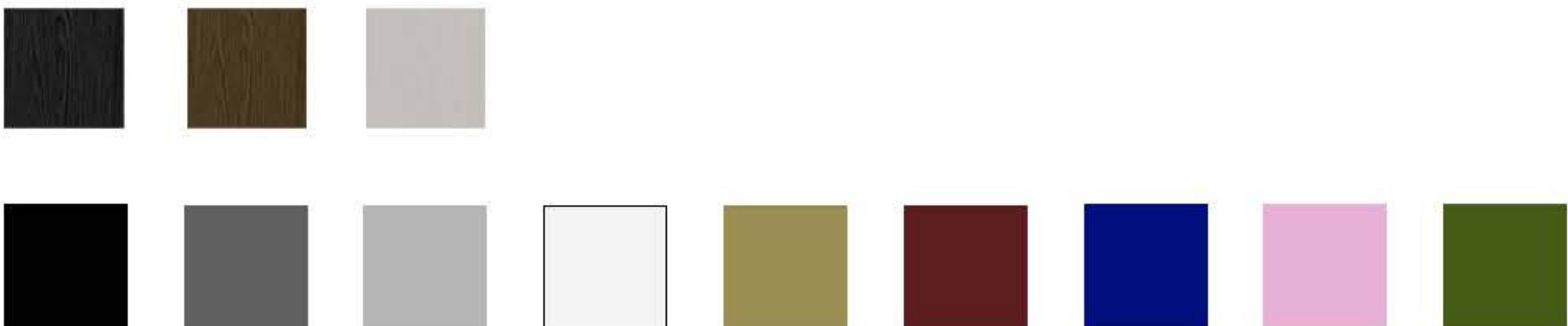








TABLE CM 240 x 110 x 75 h

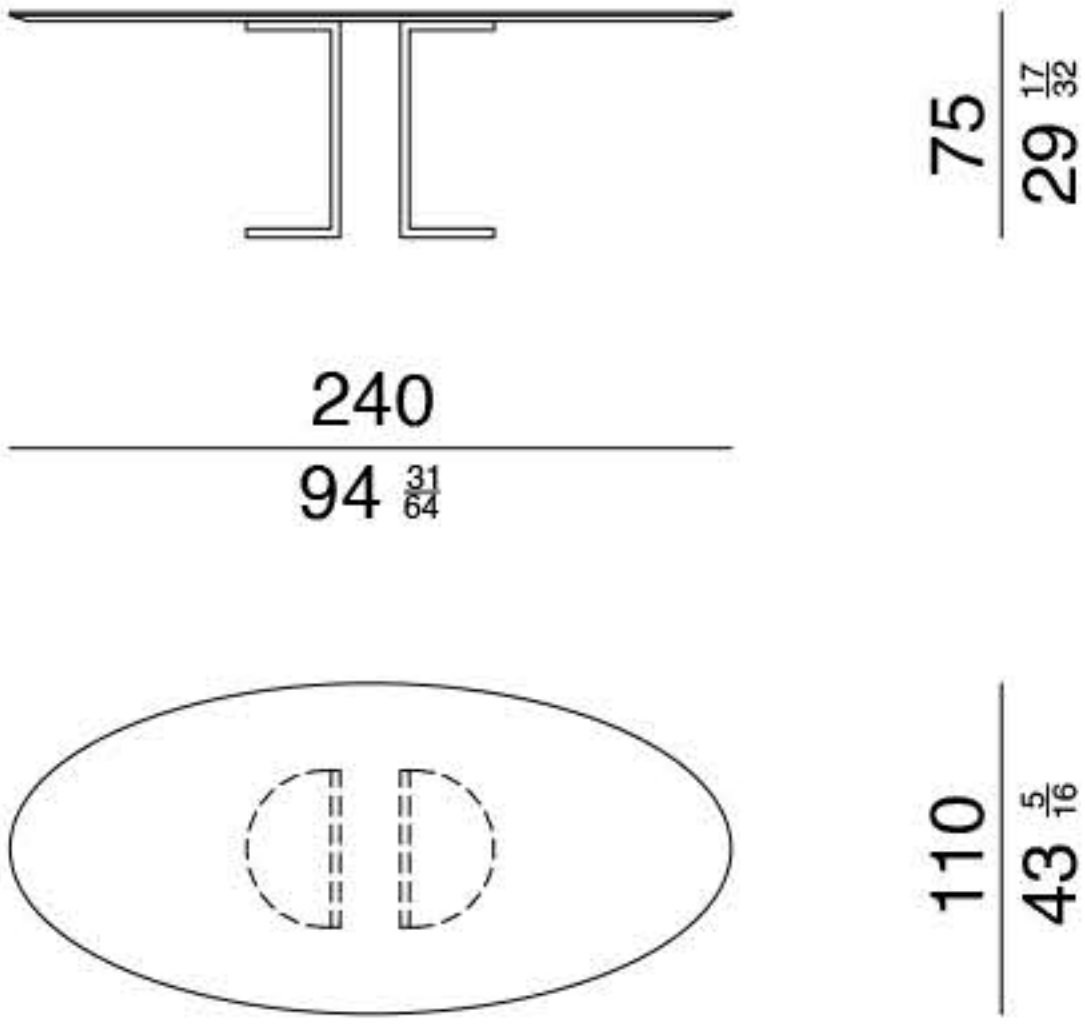
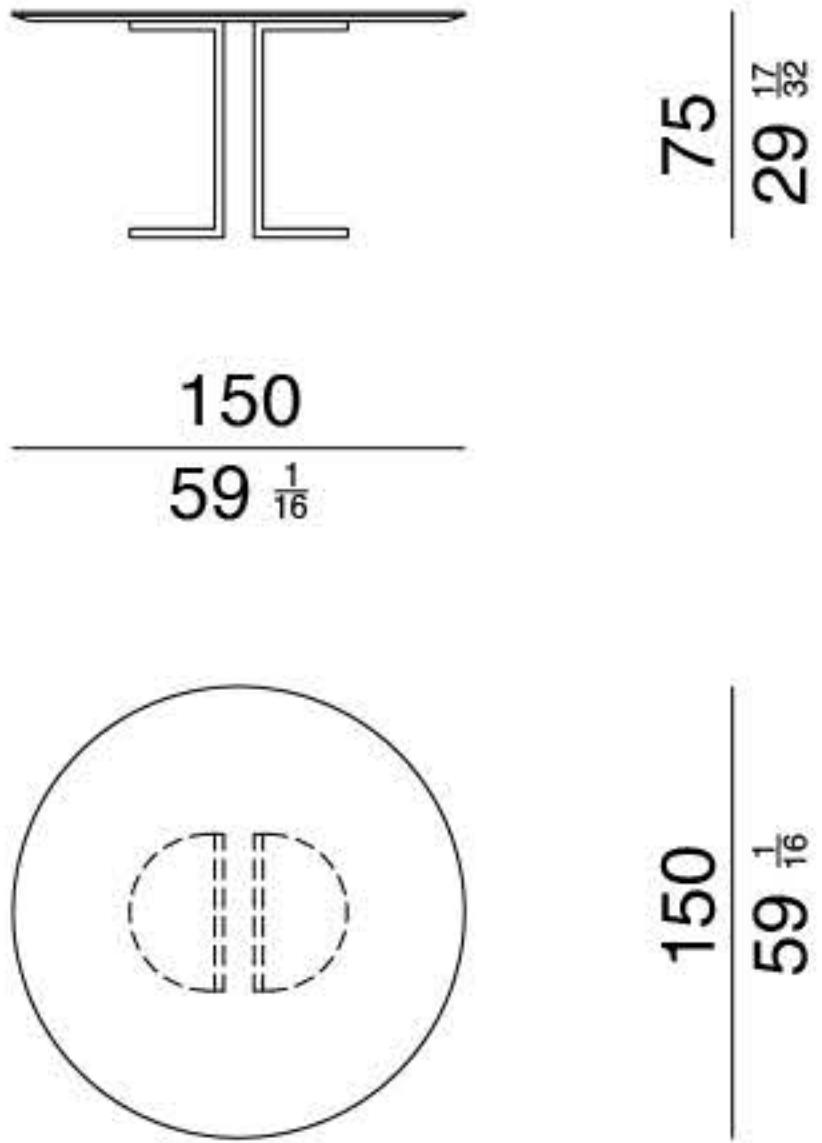


TABLE CM 150 x 150 x 75 h



MATERIALS

TOP



BLACK



BROWN



OFF WHITE

LEG



BLACK



DARK GREY



GREY



WHITE



MUSTARD



CHERRY



NAVY



PINK



GREEN



CREAM



JOY OF A ©

SOFA

With its modular and aesthetic combination, Joyofa responds to multiple usage alternatives. Joyofa is a seating system where you can create different combinations of 8 separate modules and choose according to the scale suitable for your living space.



59

TAG

Product inspiration: Ants
Design sensibility: Masculine
Product character: Aesthetic, cool-headed

MATERIALS

The product is made from genuine leather material. The back cushions are filled with 100% goose down. The product's legs are made of top-tier stainless steel.









JOY OF A ©
POUF

With its modular and aesthetic combination, Joyofa responds to multiple usage alternatives. The pouf, consisting of two different scales, also features a design that can be harmonized with the Joyofa Sofa.



63

TAG

Product inspiration: Ants
Design sensibility: Masculine
Product character: Aesthetic, cool-headed

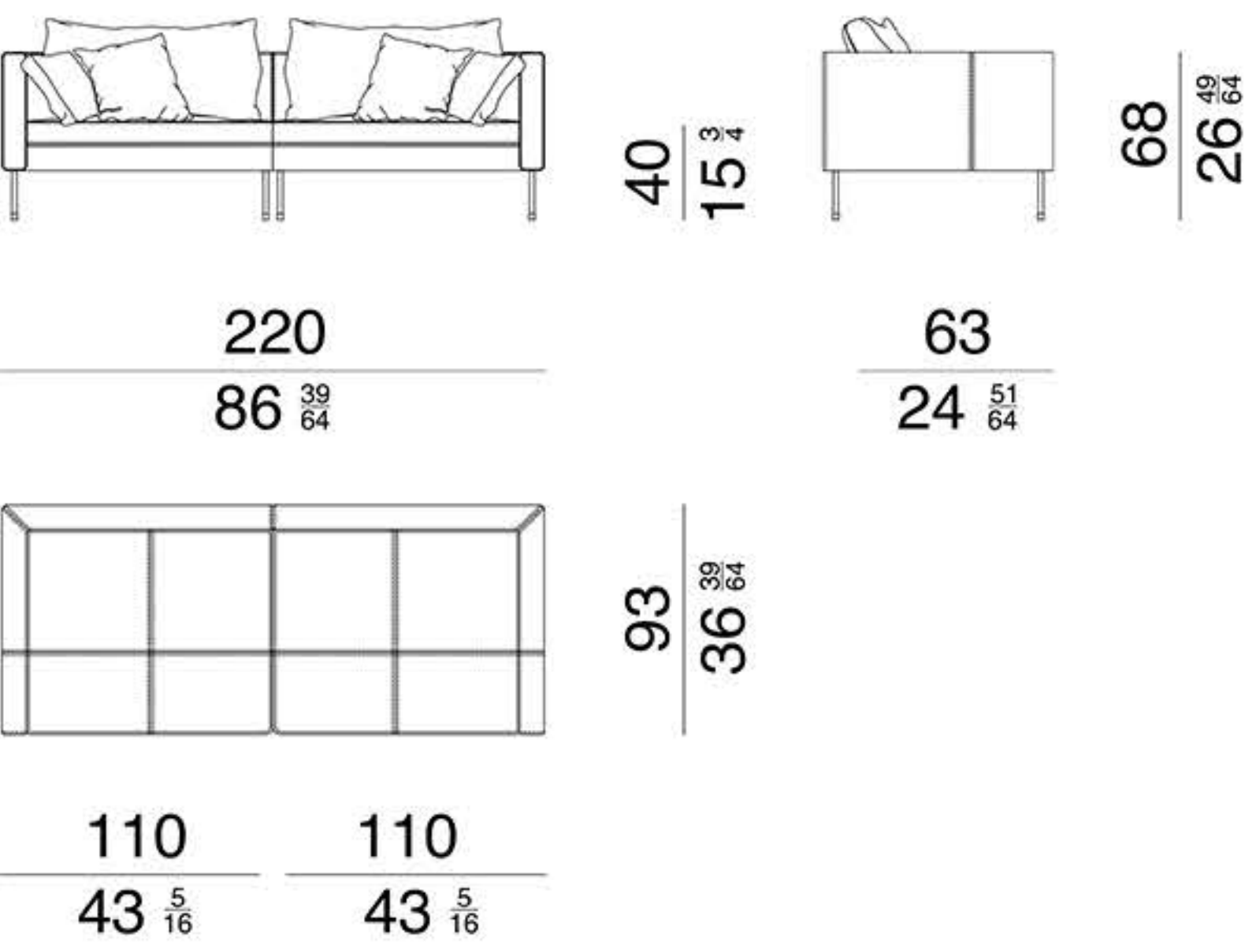
MATERIALS

The product is made from genuine leather material. The back cushions are filled with 100% goose down. The product's legs are made of top-tier stainless steel.

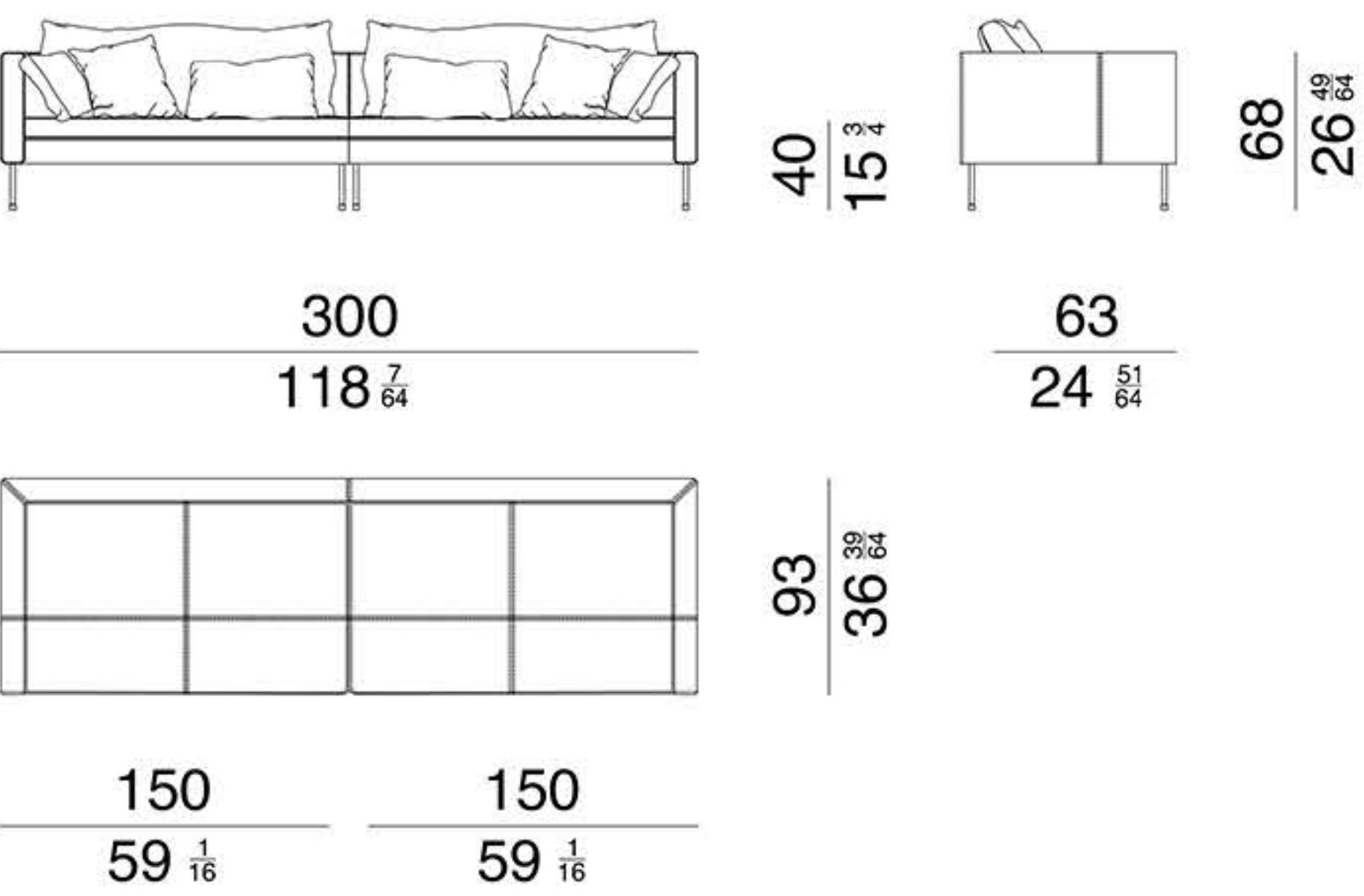




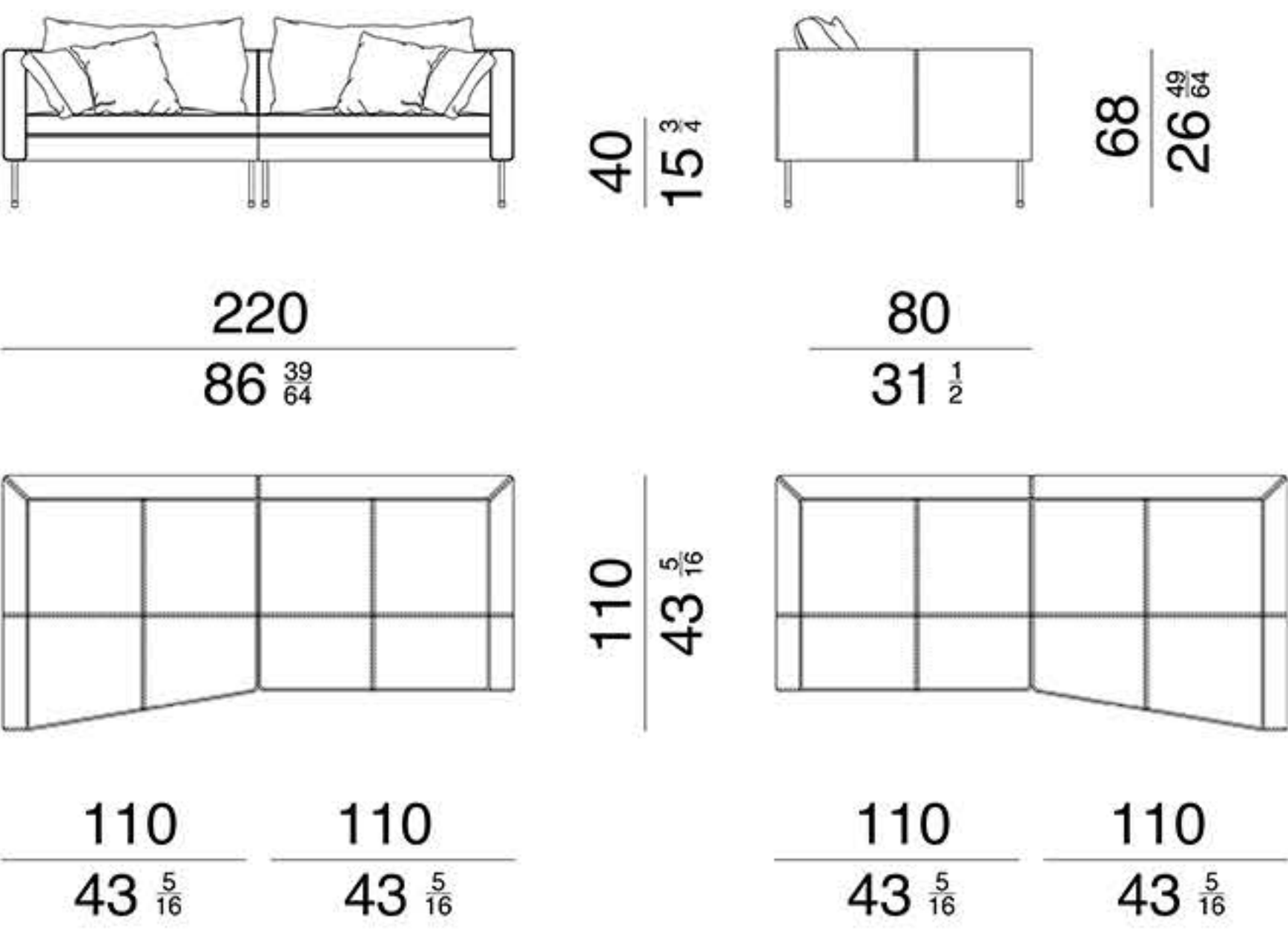
SOFA - FLAT SHORT CM 220



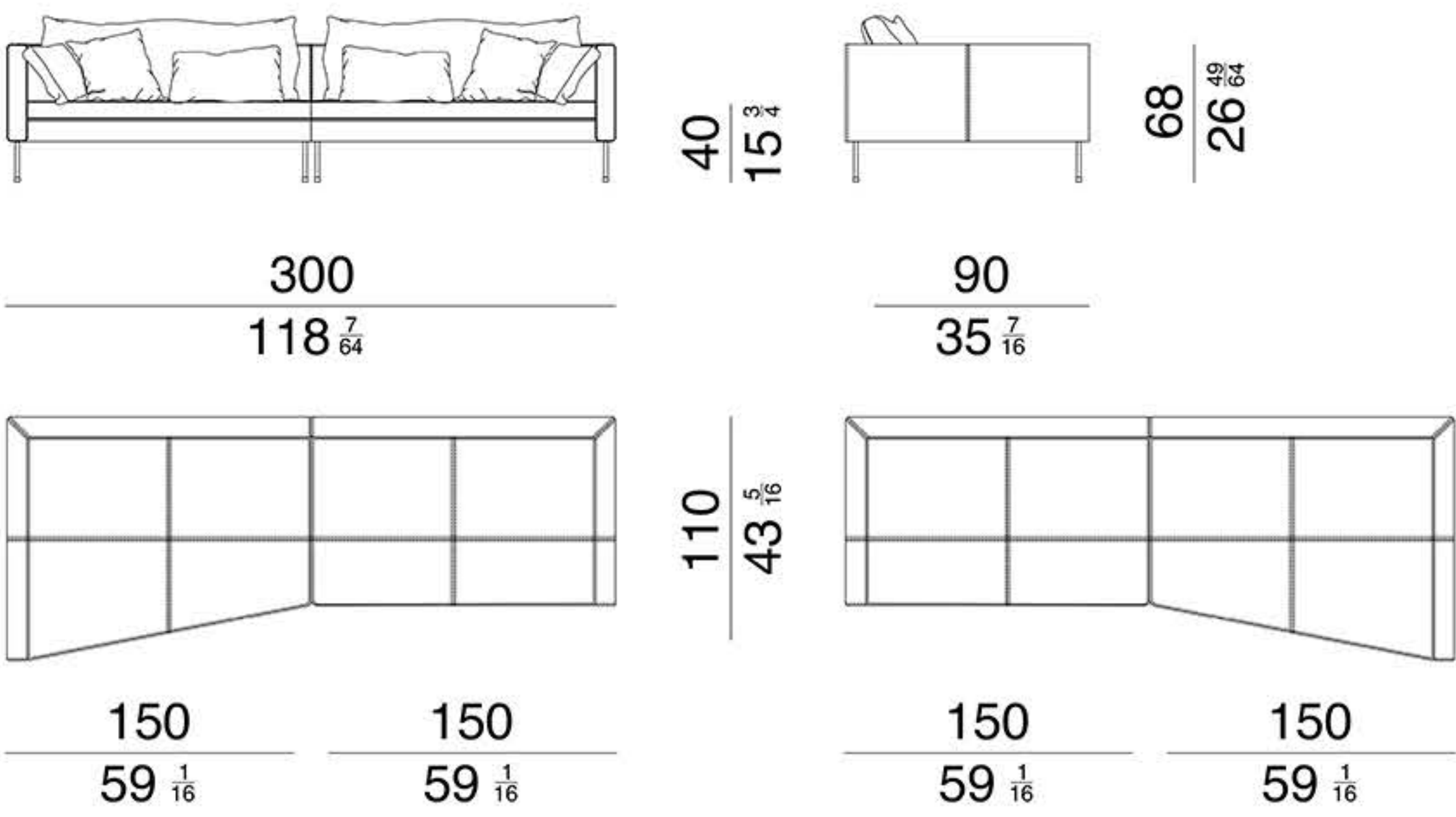
SOFA - FLAT LONG CM 300



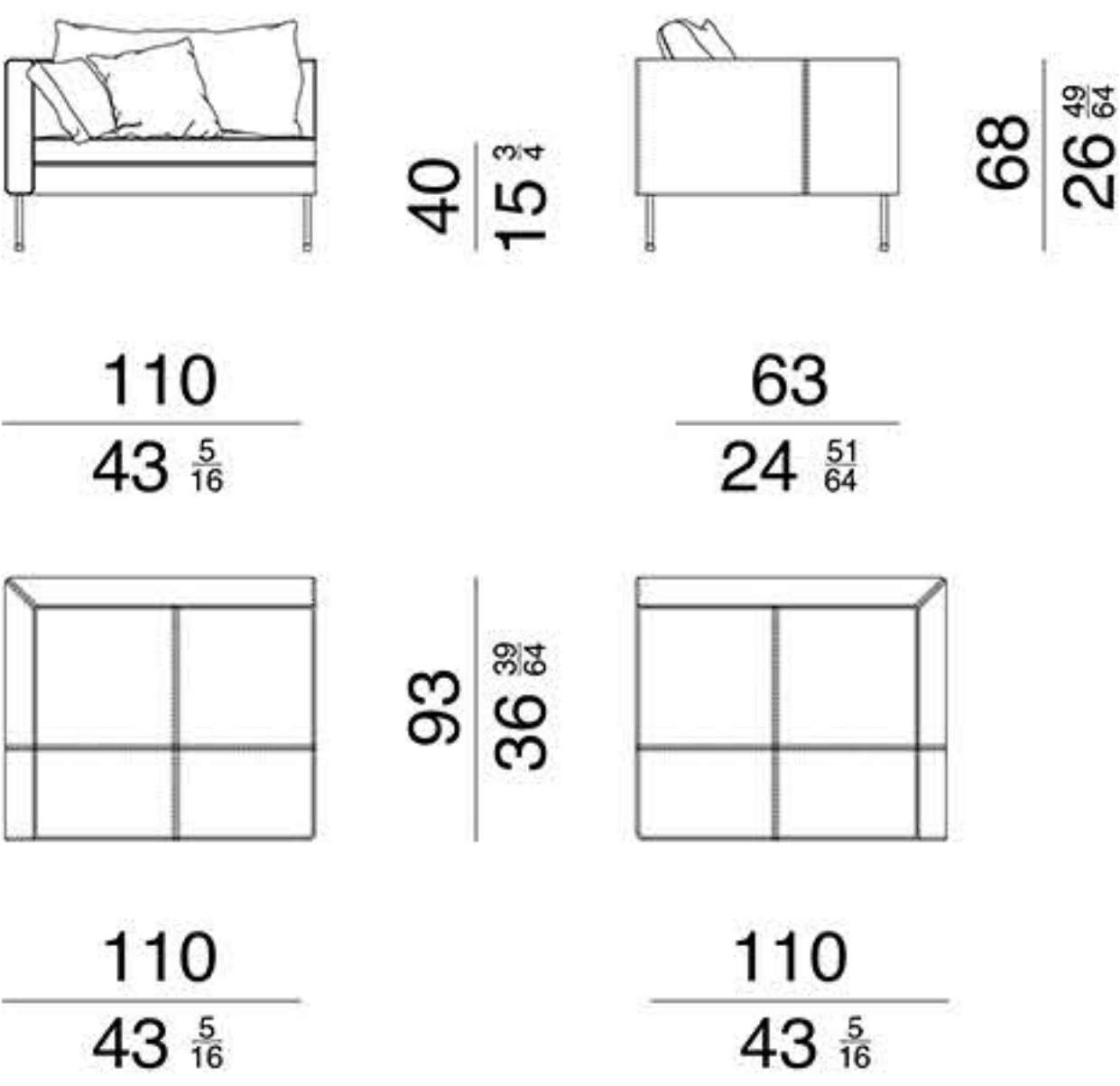
SOFA - CROSS SHORT CM 220



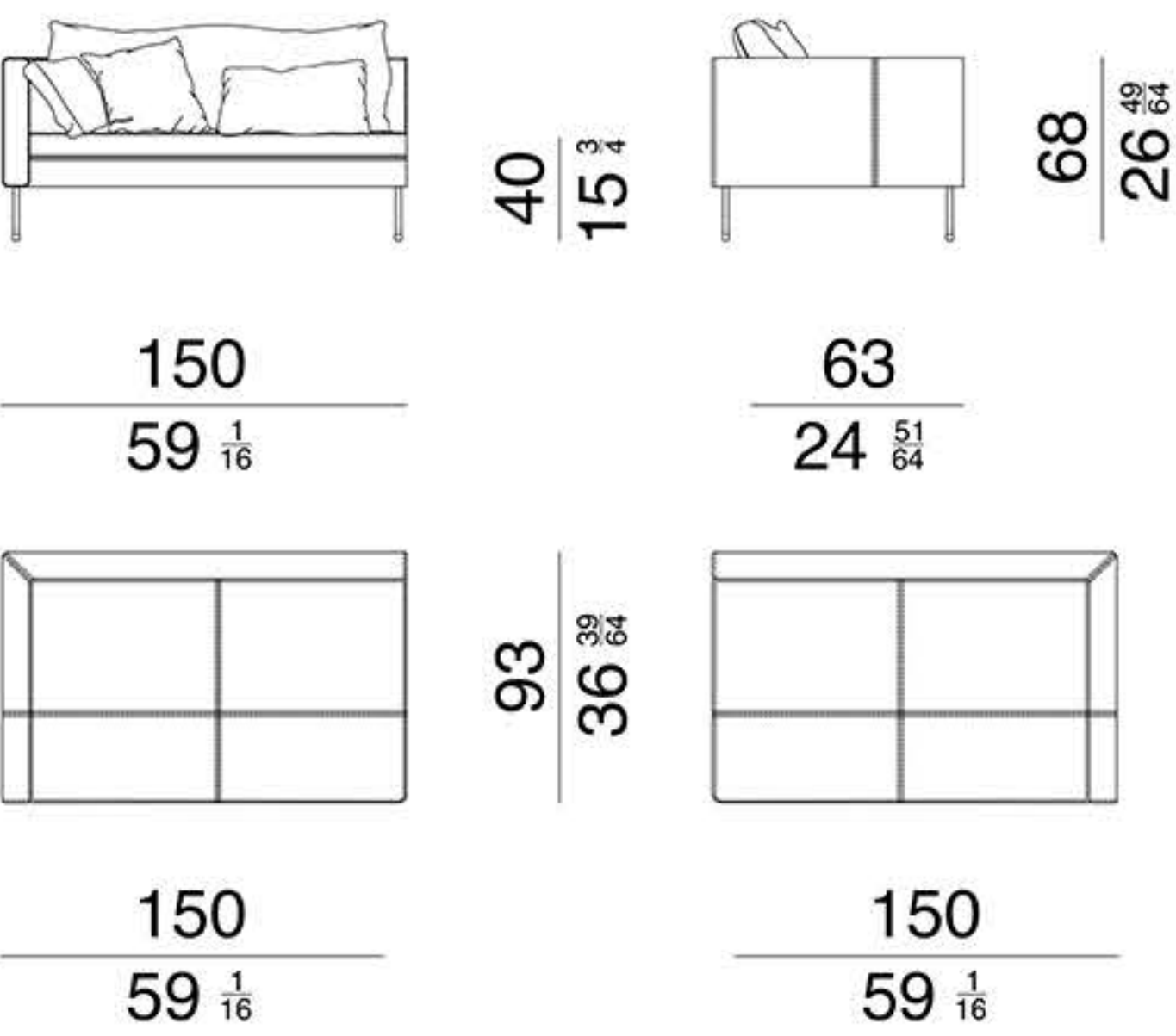
SOFA - CROSS LONG CM 300



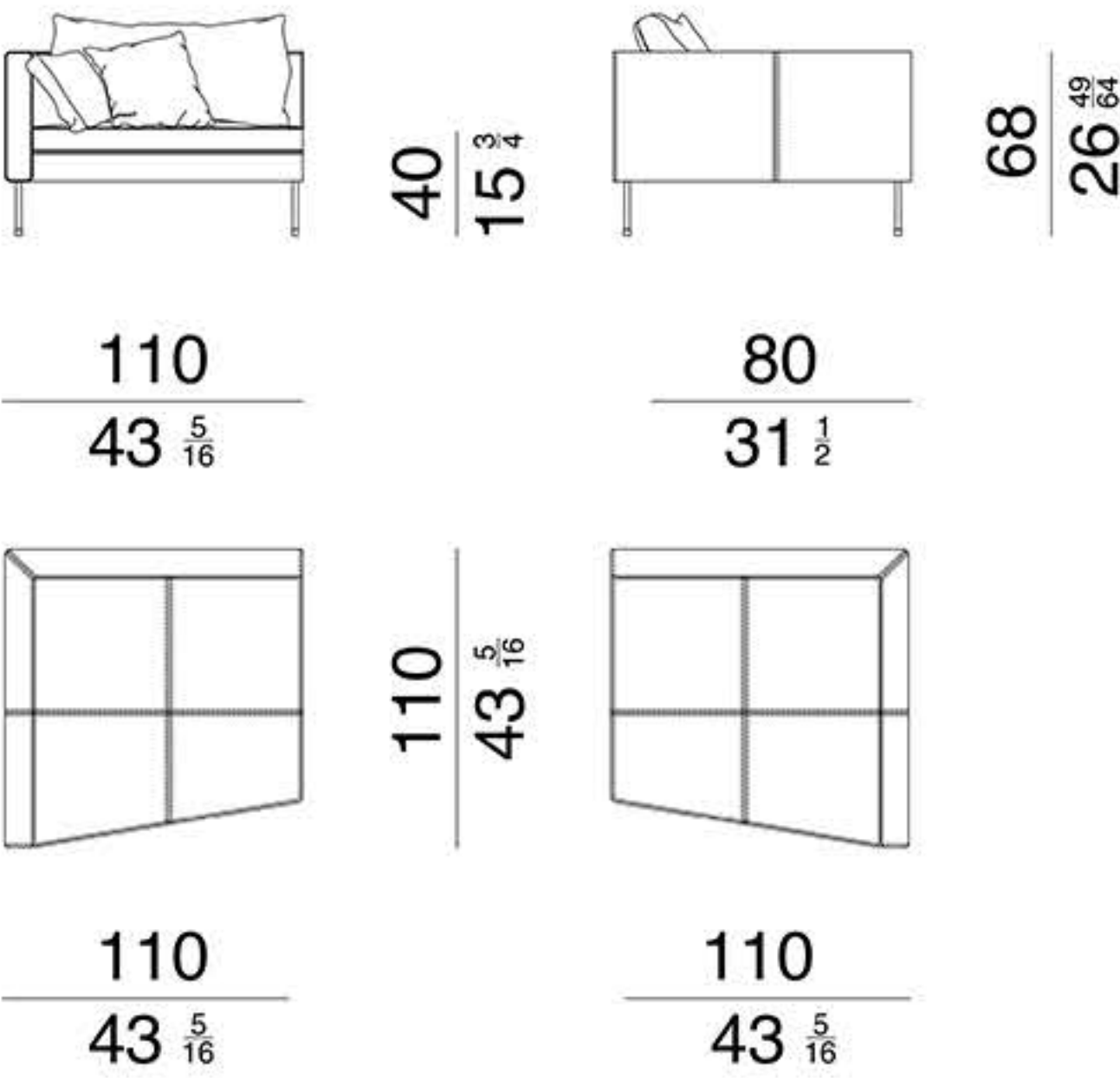
MODULE - FLAT SHORT CM 110



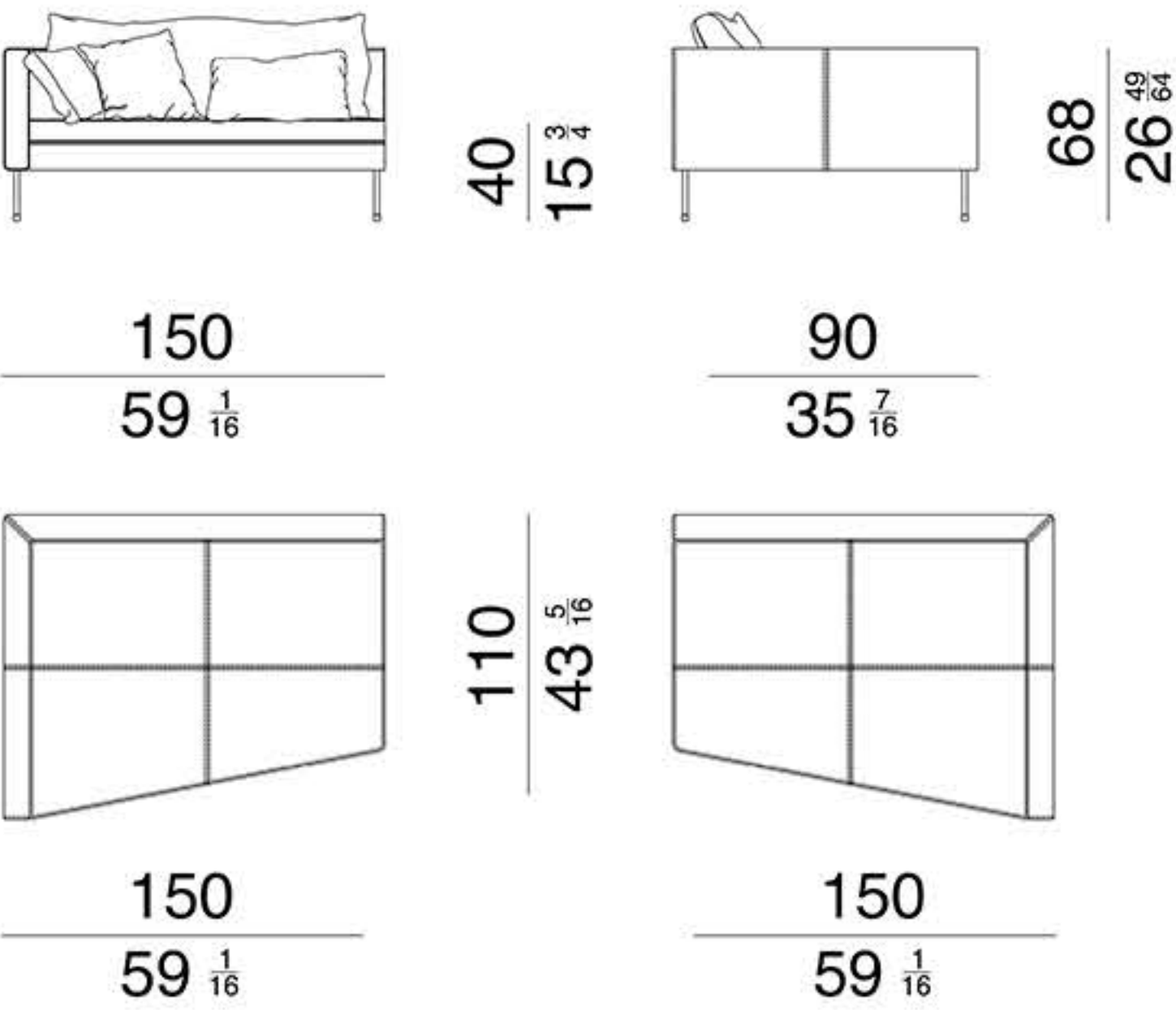
MODULE - FLAT LONG CM 150



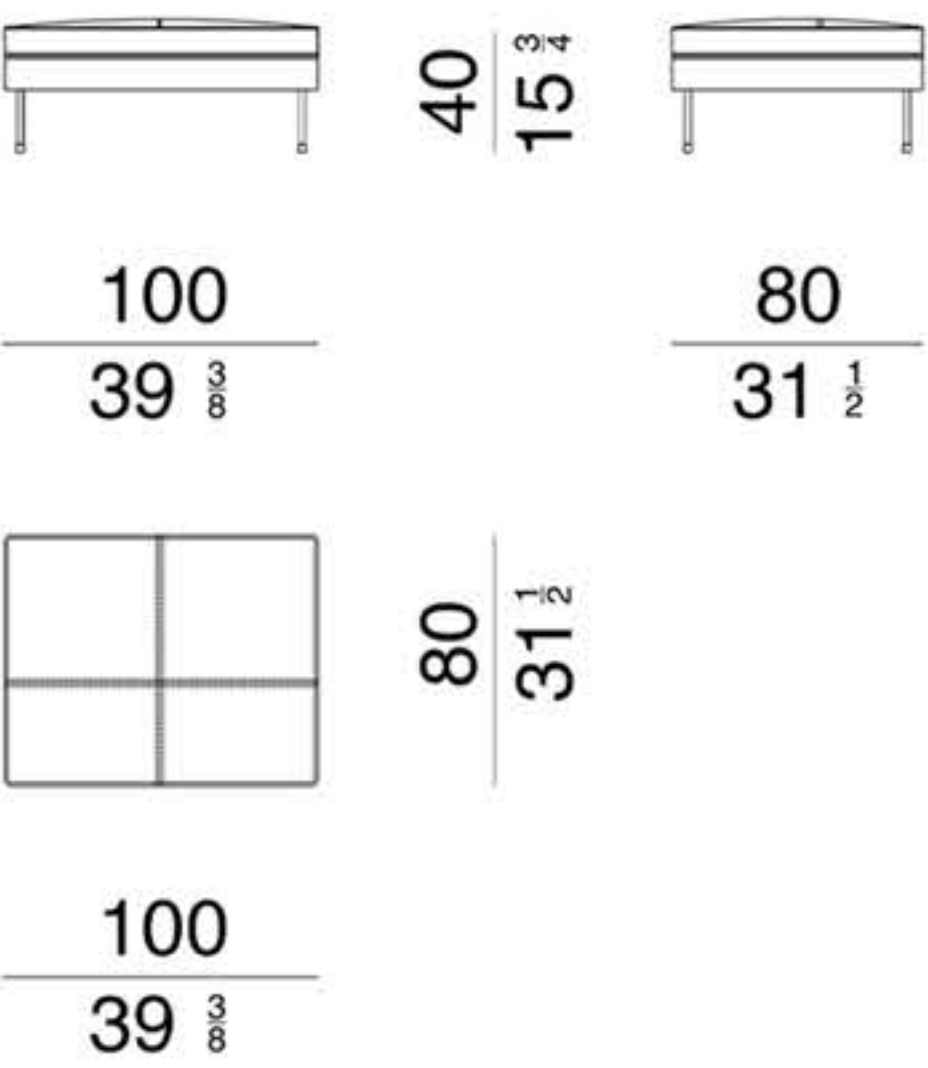
MODULE - CROSS SHORT CM 110



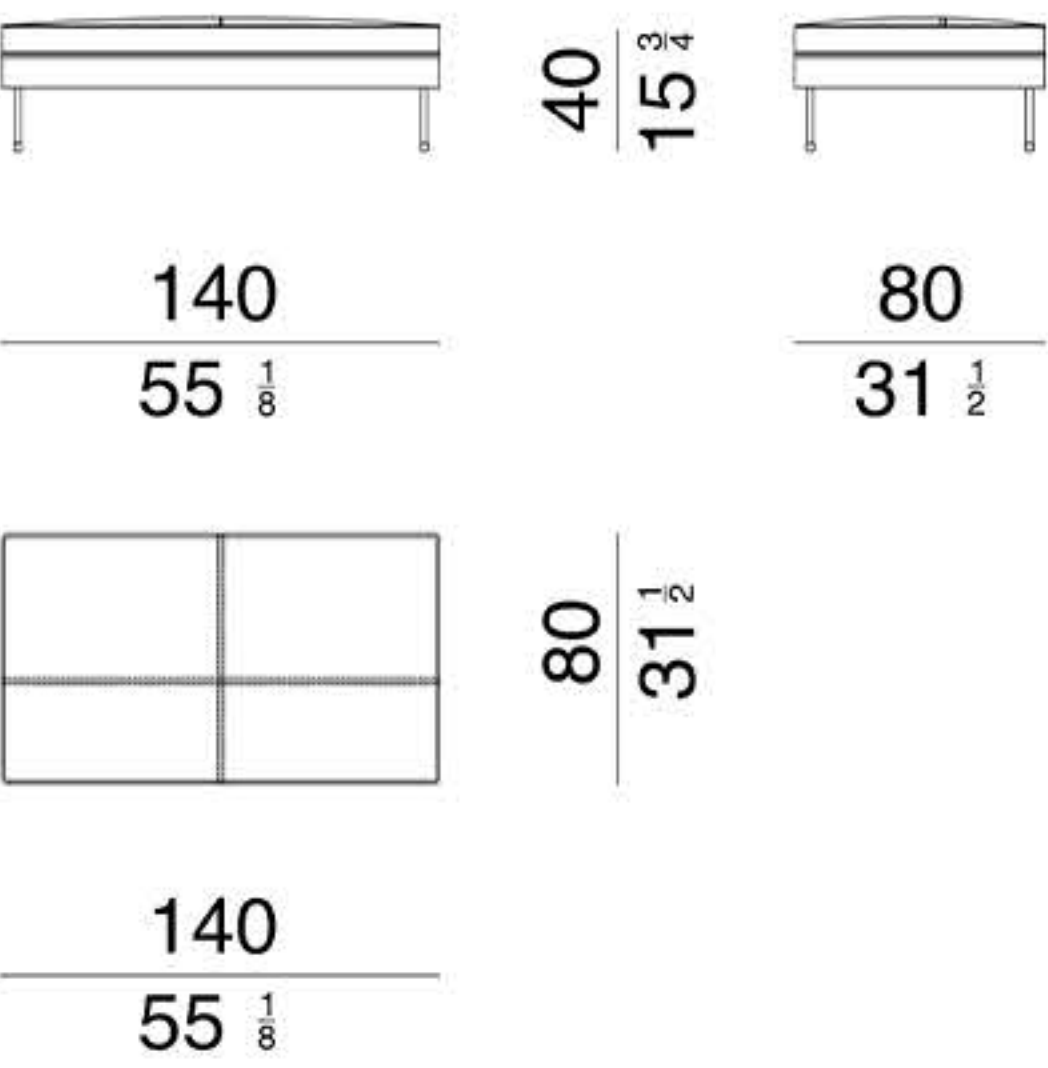
MODULE- CROSS LONG CM 150



POUF - FLAT SHORT CM 100



POUF - FLAT LONG CM 140



MATERIALS

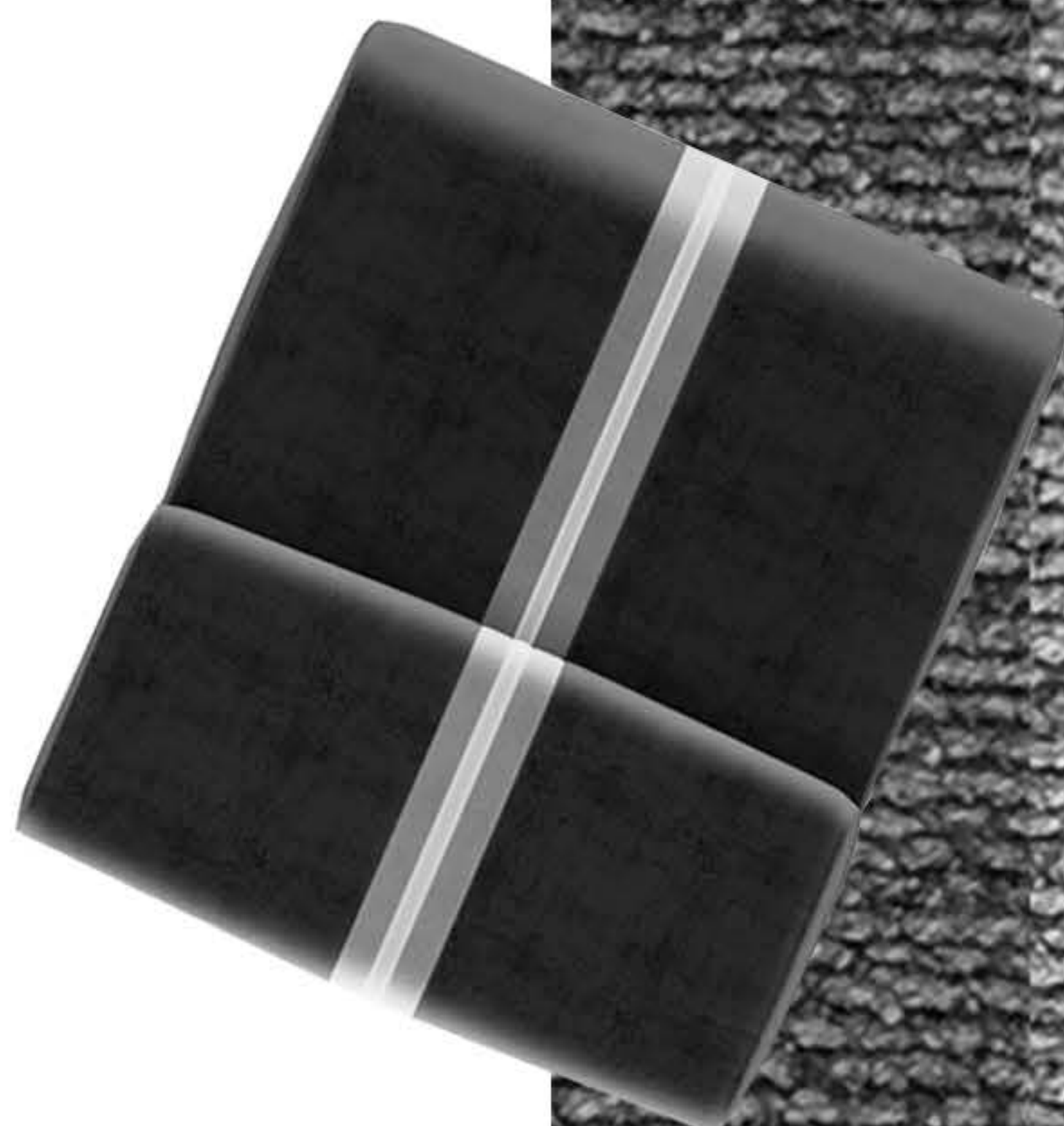
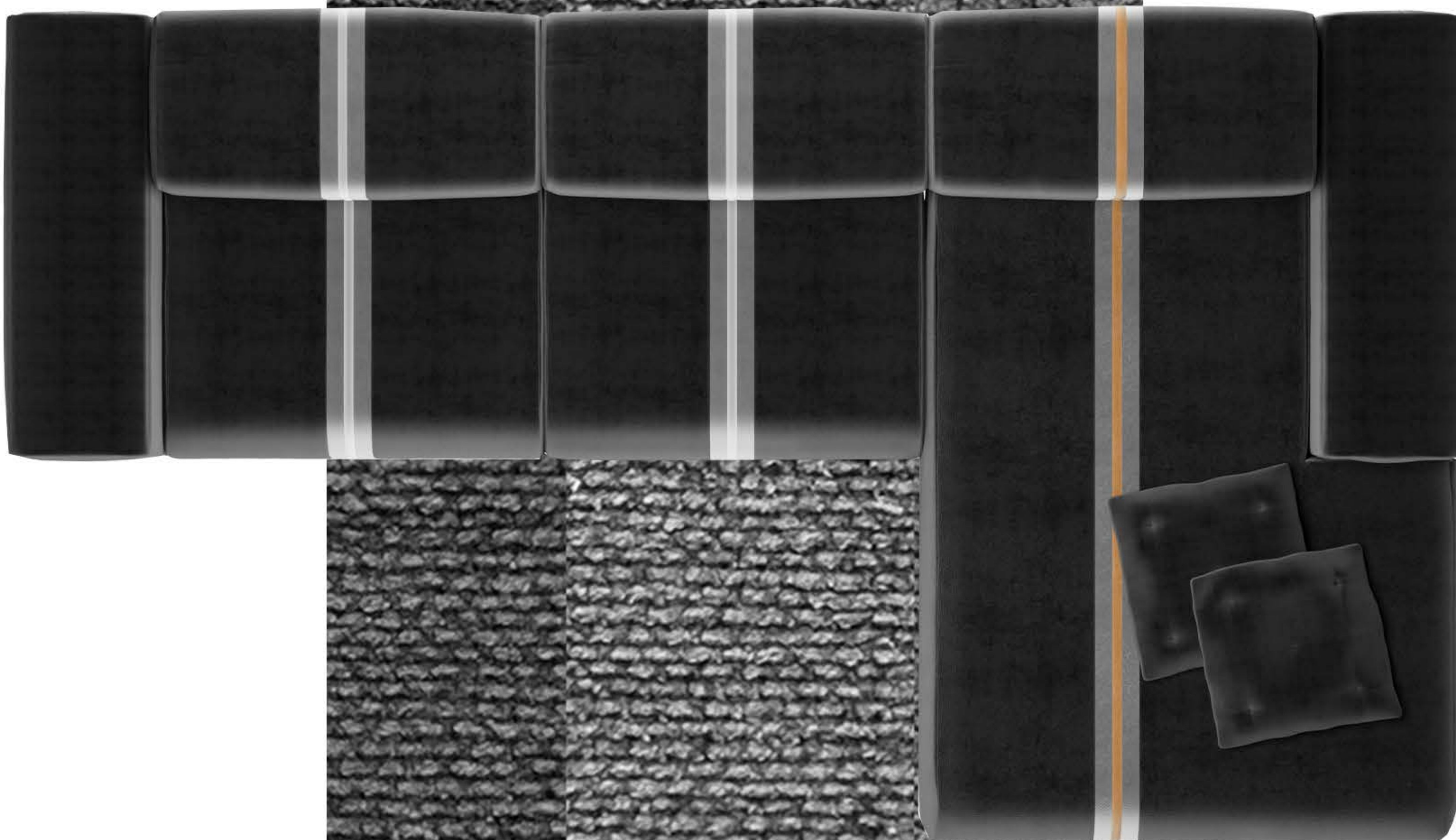


LEG



U M A D I N A

DESIGN
STUDIO



B I L L ©

Designed with inspiration from billiard balls, Bill evokes a modern-retro effect with its design language. Bill responds to multiple usage alternatives, offering a seating system where you can create different combinations of 5 separate modules according to the scale suitable for your living space.



69

TAG

Product inspiration: Billiard balls

Design sensibility: Modern-Retro

Product character: Sporty

MATERIALS

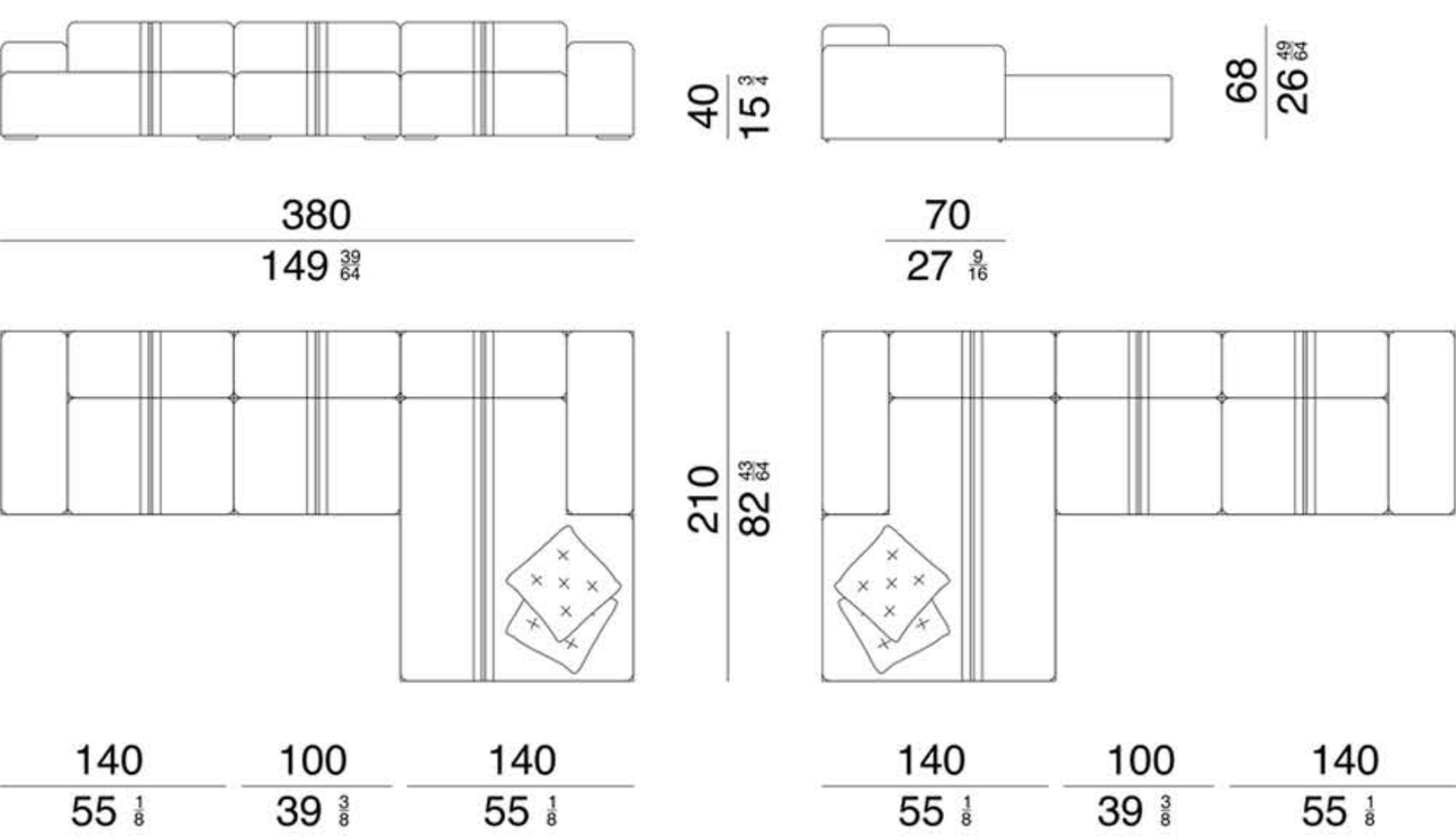
The top-quality is medium firmness
sponge-covered, covered with premium imported
Spanish-origin fabric.



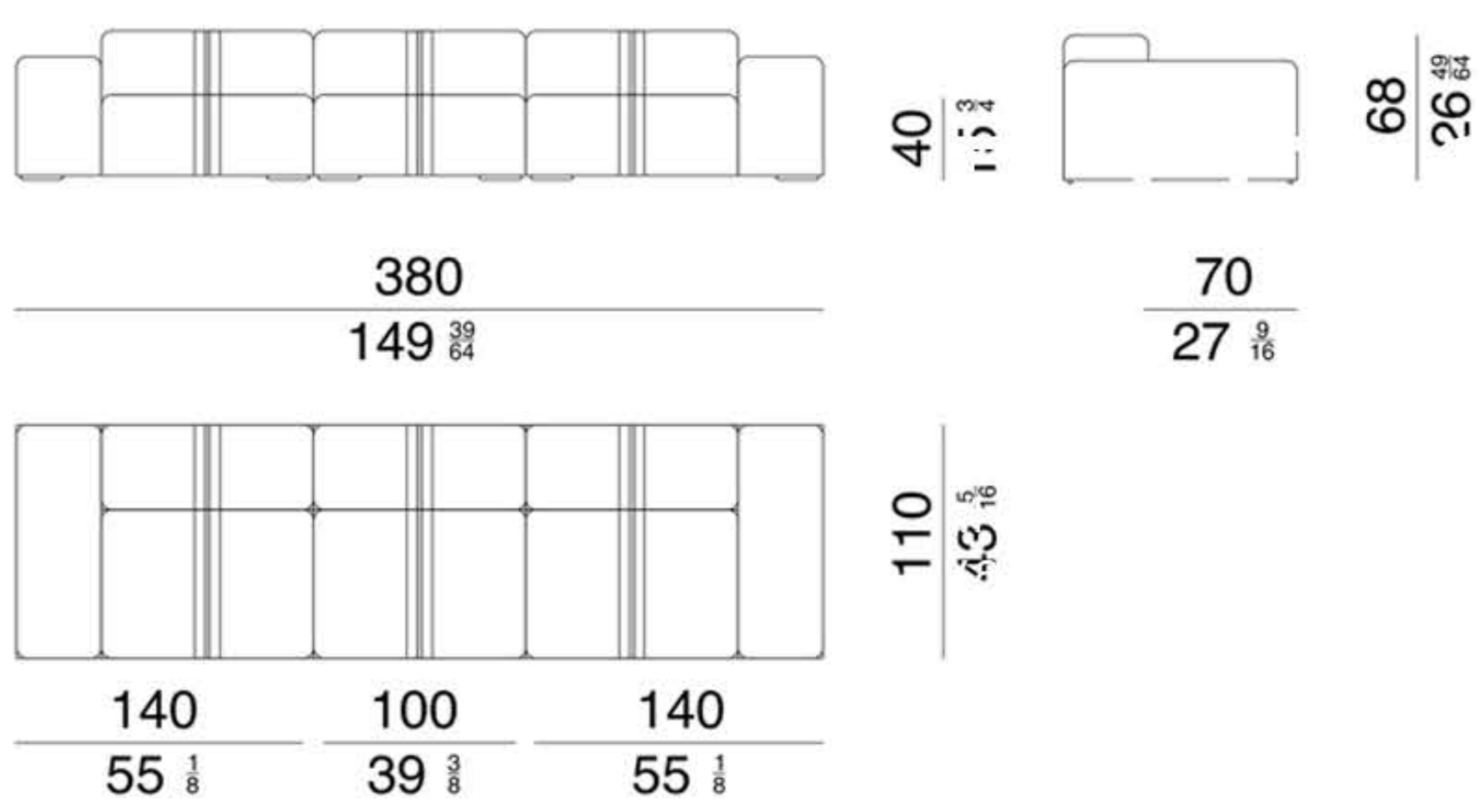




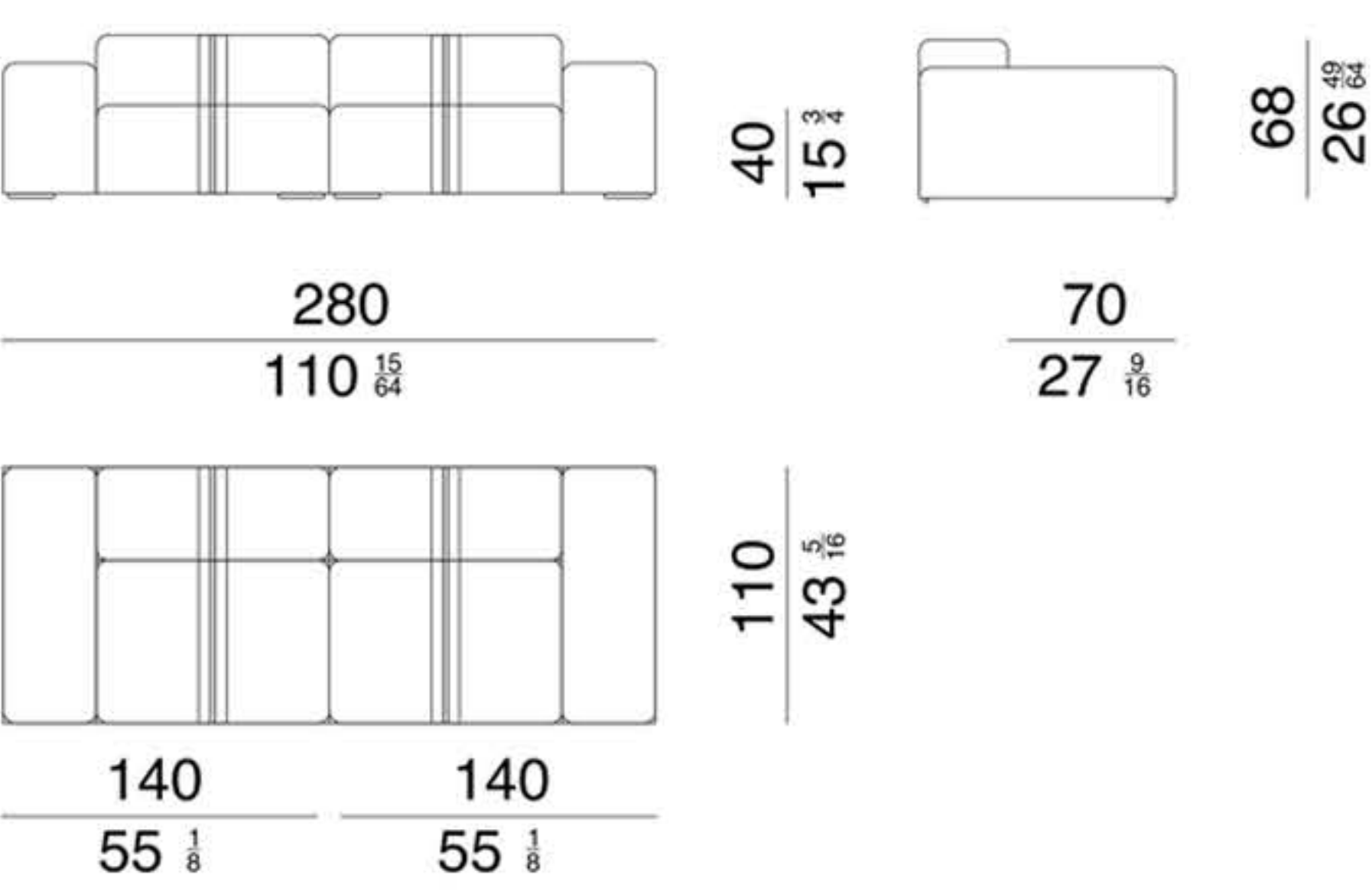
SOFA - CORNER CM 380 x 210



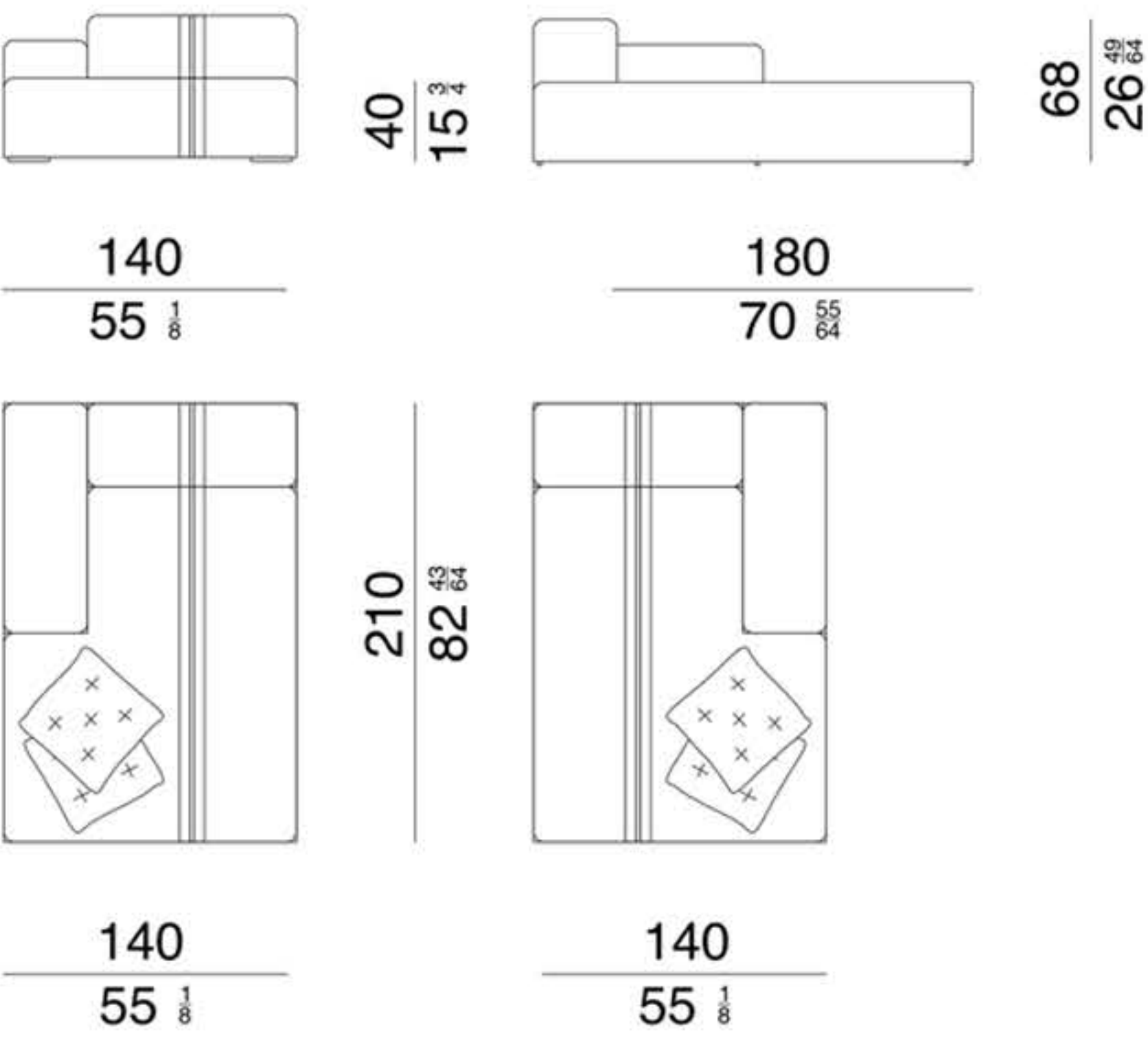
SOFA - LONG CM 380



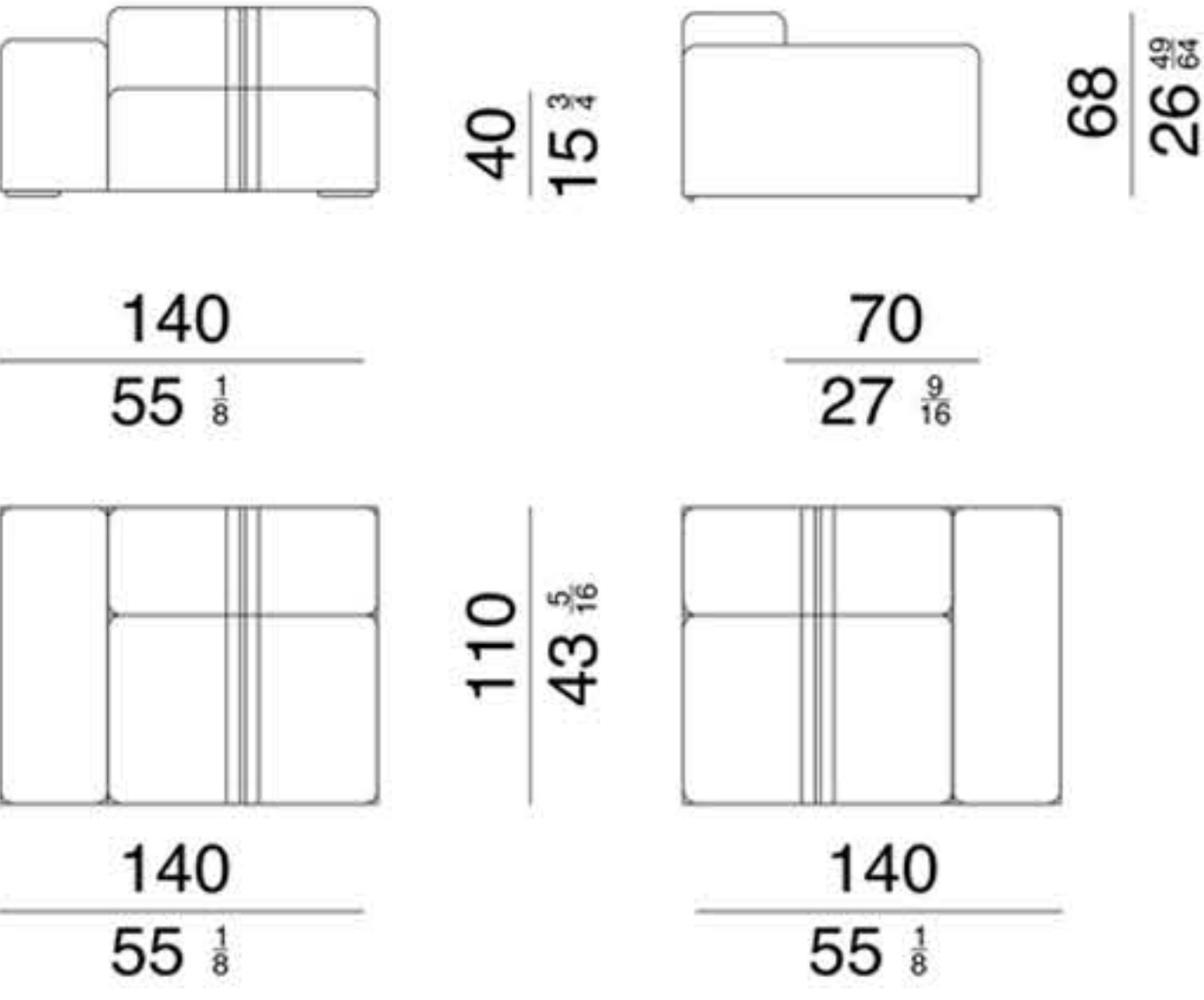
SOFA - SHORT CM 280



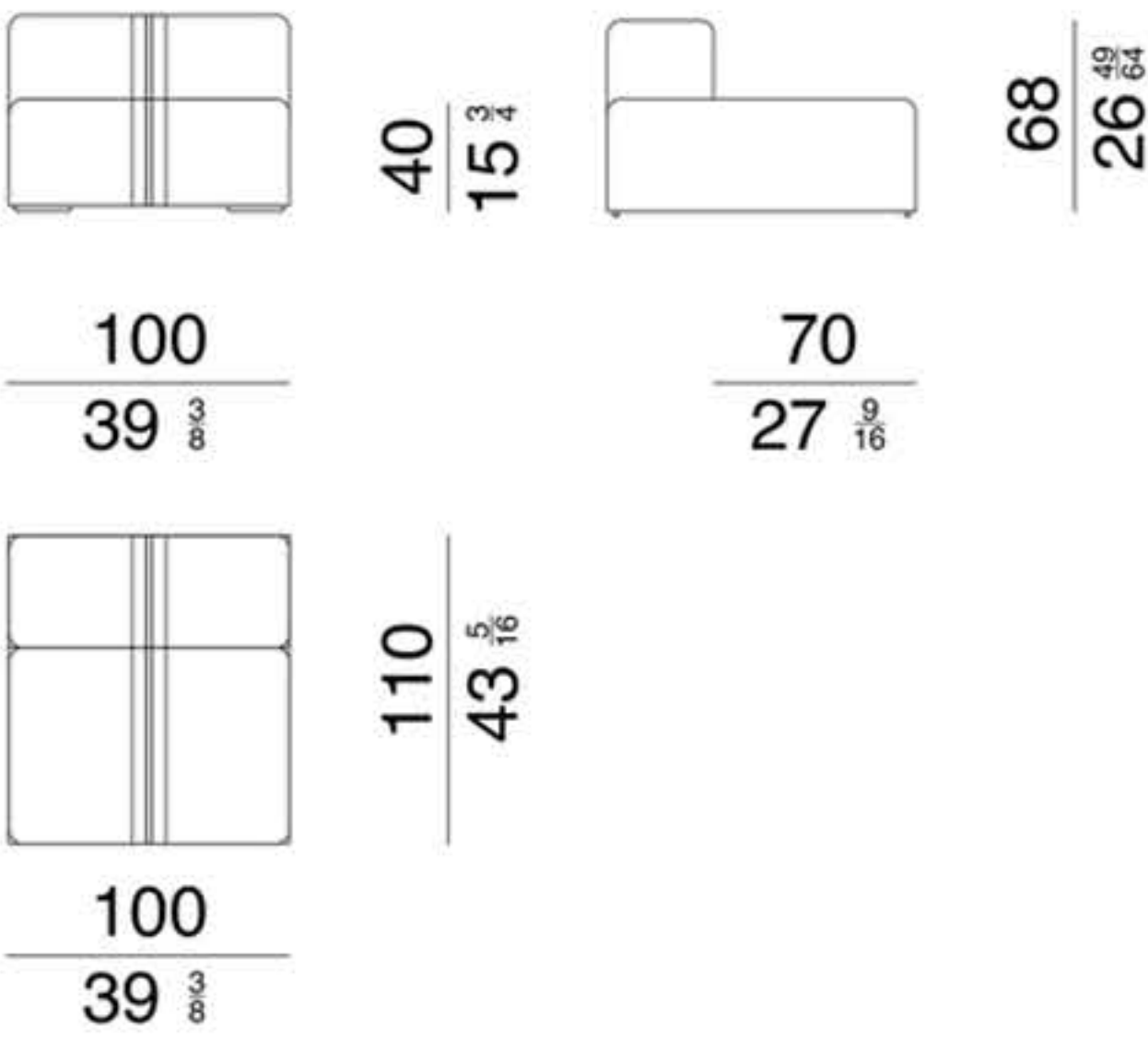
MODULE - DAYBED CM 140 x 210



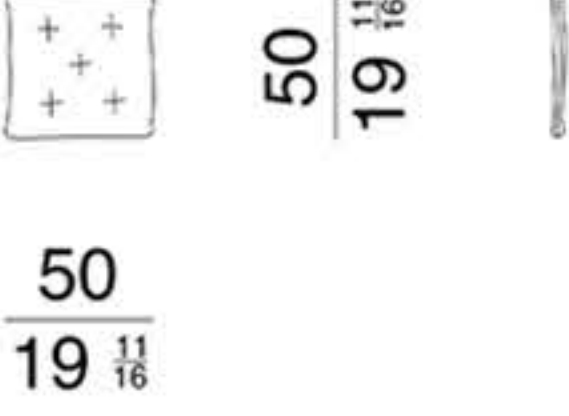
MODULE - ARMCHAIR CM 140 x 110



MODULE - CENTRAL CM 100 x 110



OPTIONAL - CUSHION CM 50 x 50



MATERIALS

FABRIC



LEG





B L O C K ©

Inspired by mass appearances, Block is a delightful cushion design that can be used individually or combined with multiple Blocks for various usage alternatives. You can personalize the fabric and leather accessory combination according to your own choice to create unique Blocks.



75

TAG

Product inspiration: Mass appearances
Design sensibility: Modern
Product character: Strong, free

MATERIALS

The top-quality sponge is of medium firmness, covered with premium Turkish-origin loop fabric. It features laser-printed genuine leather details.



U M A D I N A

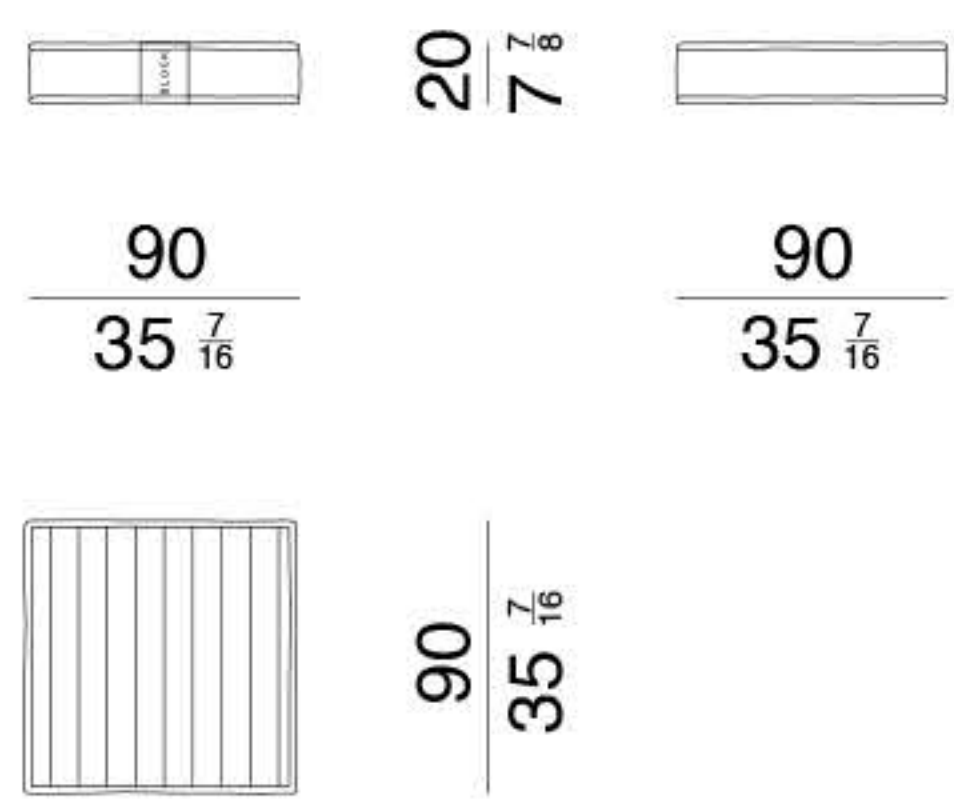
DESIGN
STUDIO







FLOOR CUSHION CM 90 x 90 x 20 h



MATERIALS

LEATHER ACCESSORY

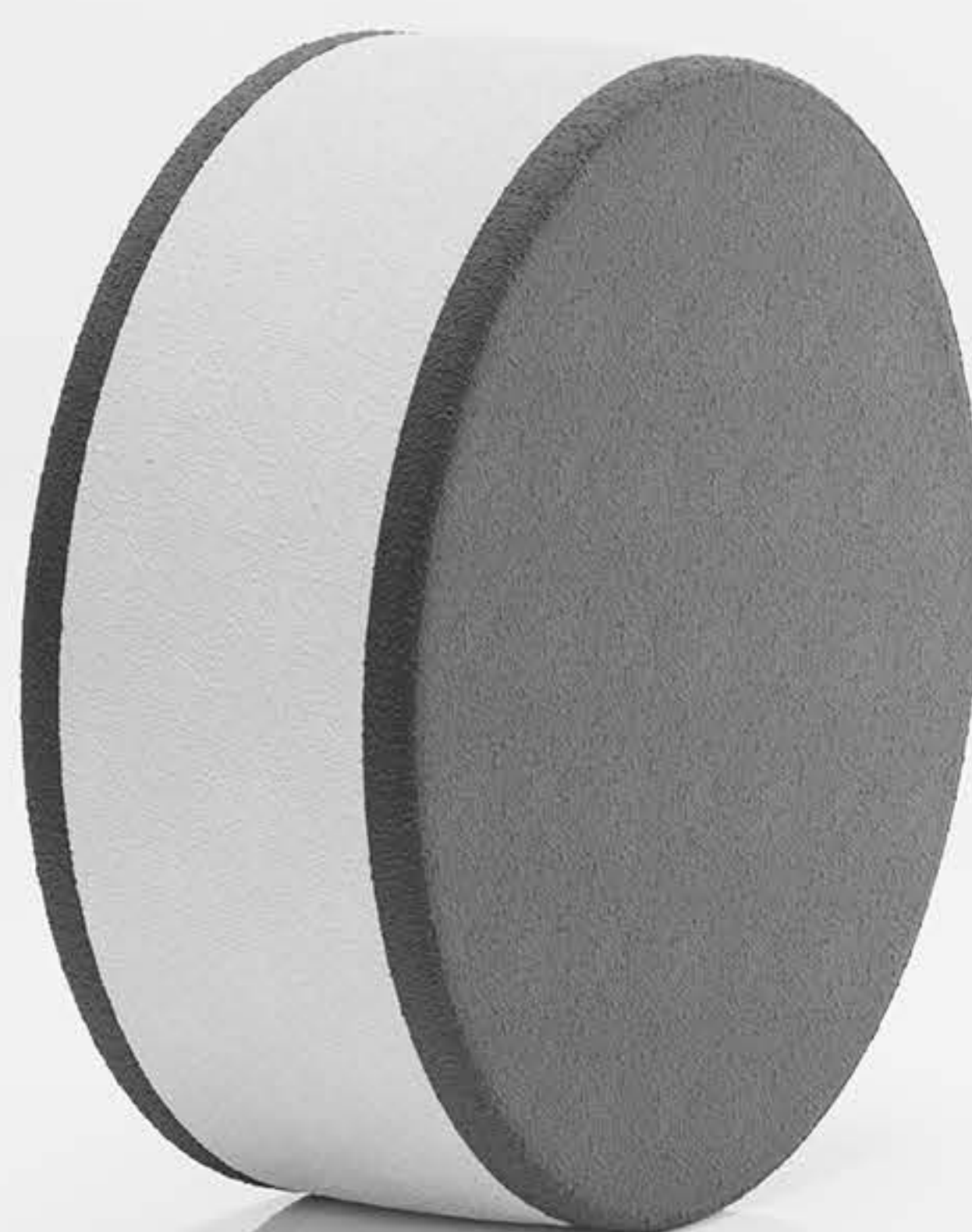


FABRIC



U M A D I N A

DESIGN
STUDIO



MACARON ©

Designed with inspiration from macarons, the poufs come in three different scales. The main detail of the design is the flexibility brought to the user by the product's ability to be used in two directions. The macarons also feature a fun design that can be harmonized with colorful wooden "On" trays.



TAG

Product Inspiration: Macaron
Design Sensibility: Modern
Product Character: Funny

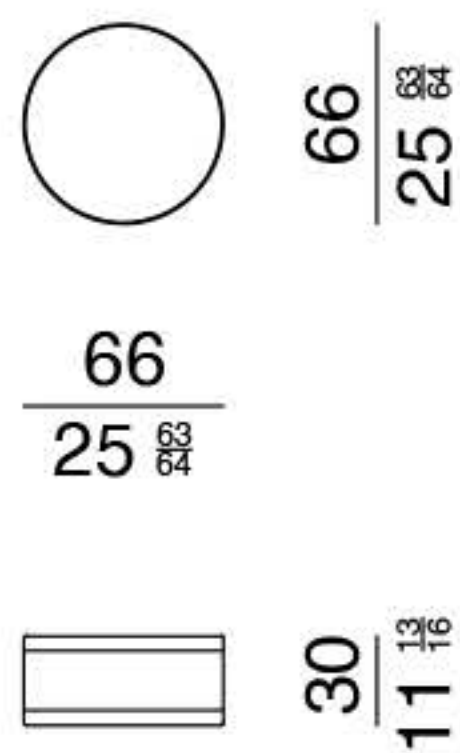
MATERIALS

The top-quality sponge is of medium firmness, covered with premium Turkish-origin loop fabric.

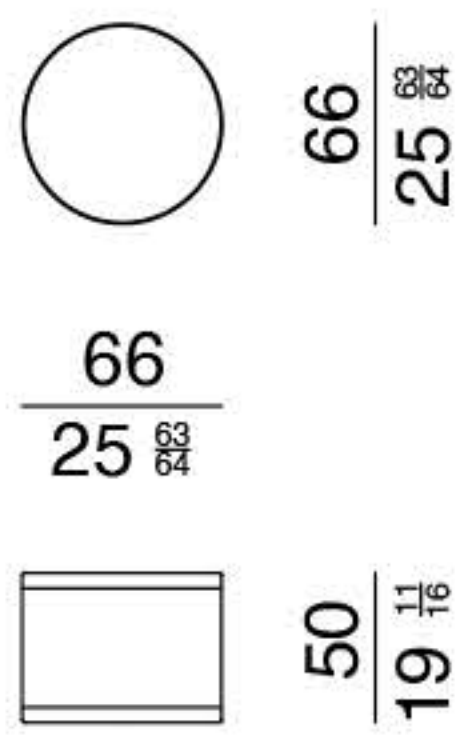




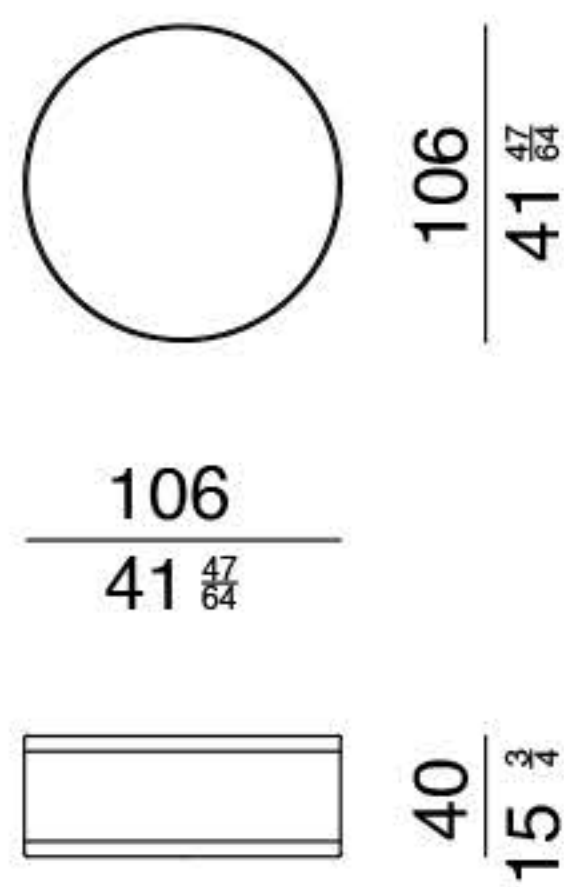
POUF (S) CM 66 x 30 h



POUF (M) CM 66 x 50 h



POUF (L) CM 106 x 40 h



MATERIALS

FABRIC



BLACK



DARK GREY



GREY



WHITE



O N ©

The wooden accessory with a wide range of color palette comes in 2 different sizes. When trays are used alone, they create a minimal and powerful focal point as well as a fun design that can be harmonized with Macaron poufs.



85

TAG

Product Inspiration: Bonibon
Design Sensibility: Modern, minimal
Product Character: Fun, calm

MATERIALS

The product is made of 1st-grade MDF with a lacquer finish.

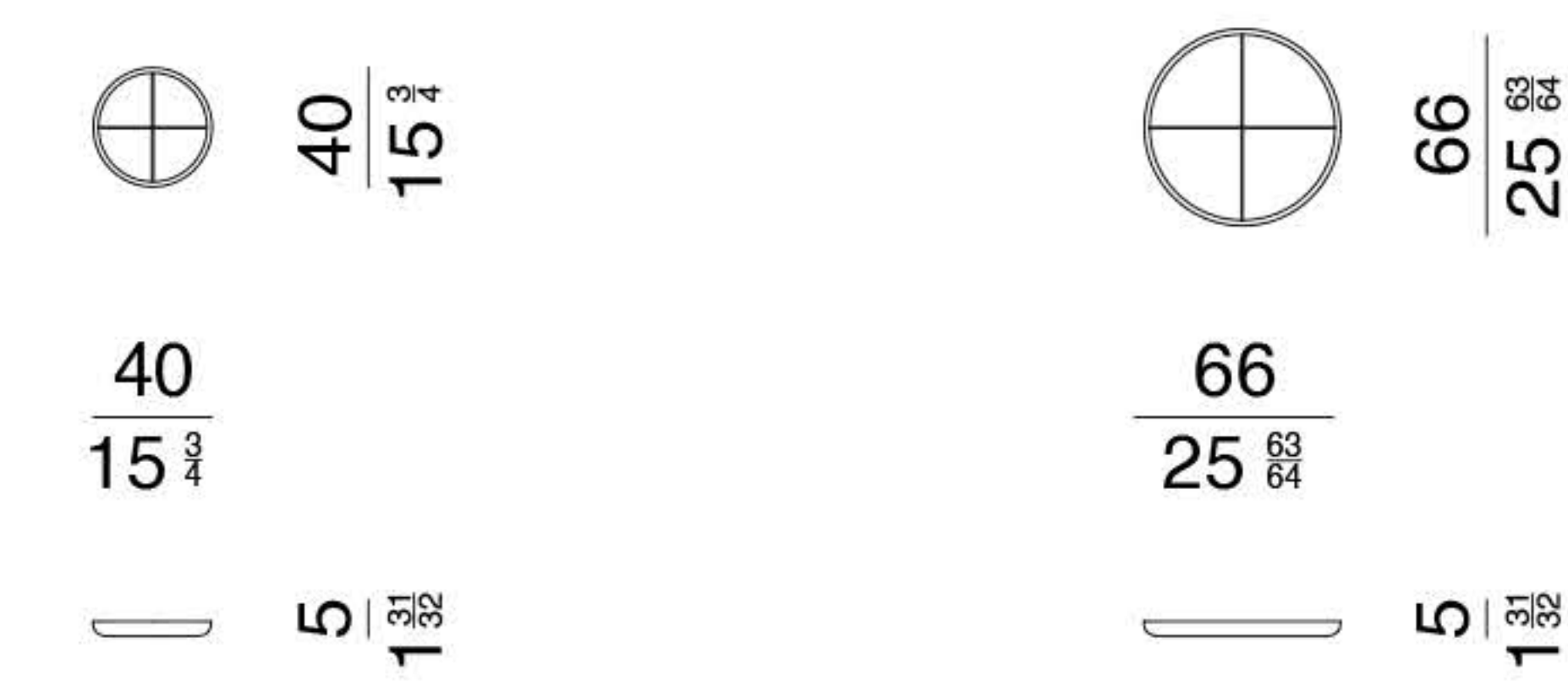






TRAY (S) CM 40 x 5 h

TRAY (M) CM 66 x 5 h



MATERIALS



SPECIAL COLORS





B I G G E R ©

The main detail that sets Bigger apart from other beds, despite its basic design, is the soft and loose cover system that can be completely removed, and the bolster surrounding the bed also serves as an ottoman. With different color options, you can personalize it with a leather headboard and velvet bolster of your choice, creating your own unique Bigger bed.



TAG

Product inspiration: Contemporary design style
Design sensibility: Modern, masculine
Product character: Strong and balanced

MATERIALS

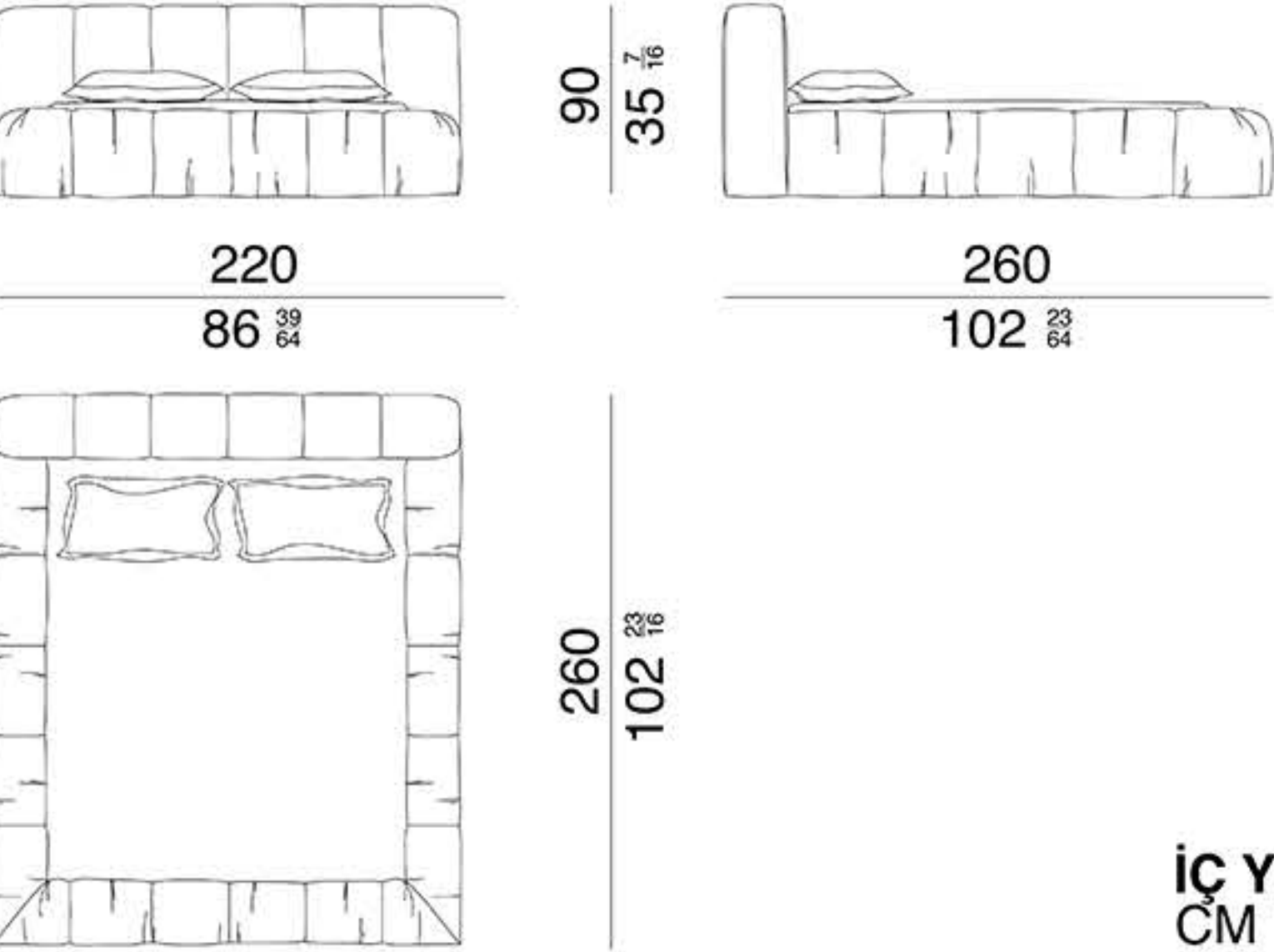
The bed frame features premium Turkish-origin chenille fabric, while the headboard is made of top-quality genuine leather.





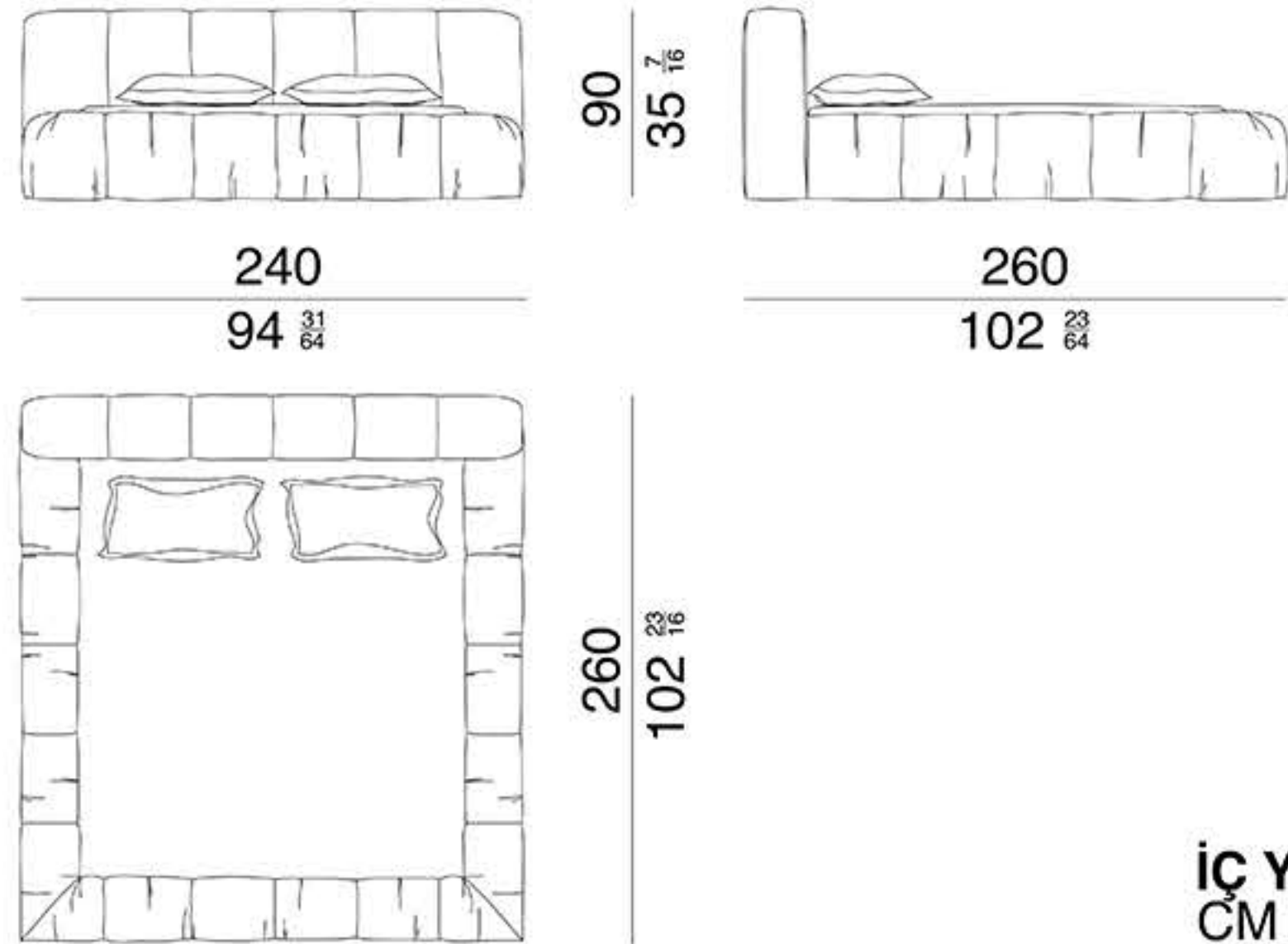


BED CM 220 x 260 x 90 h



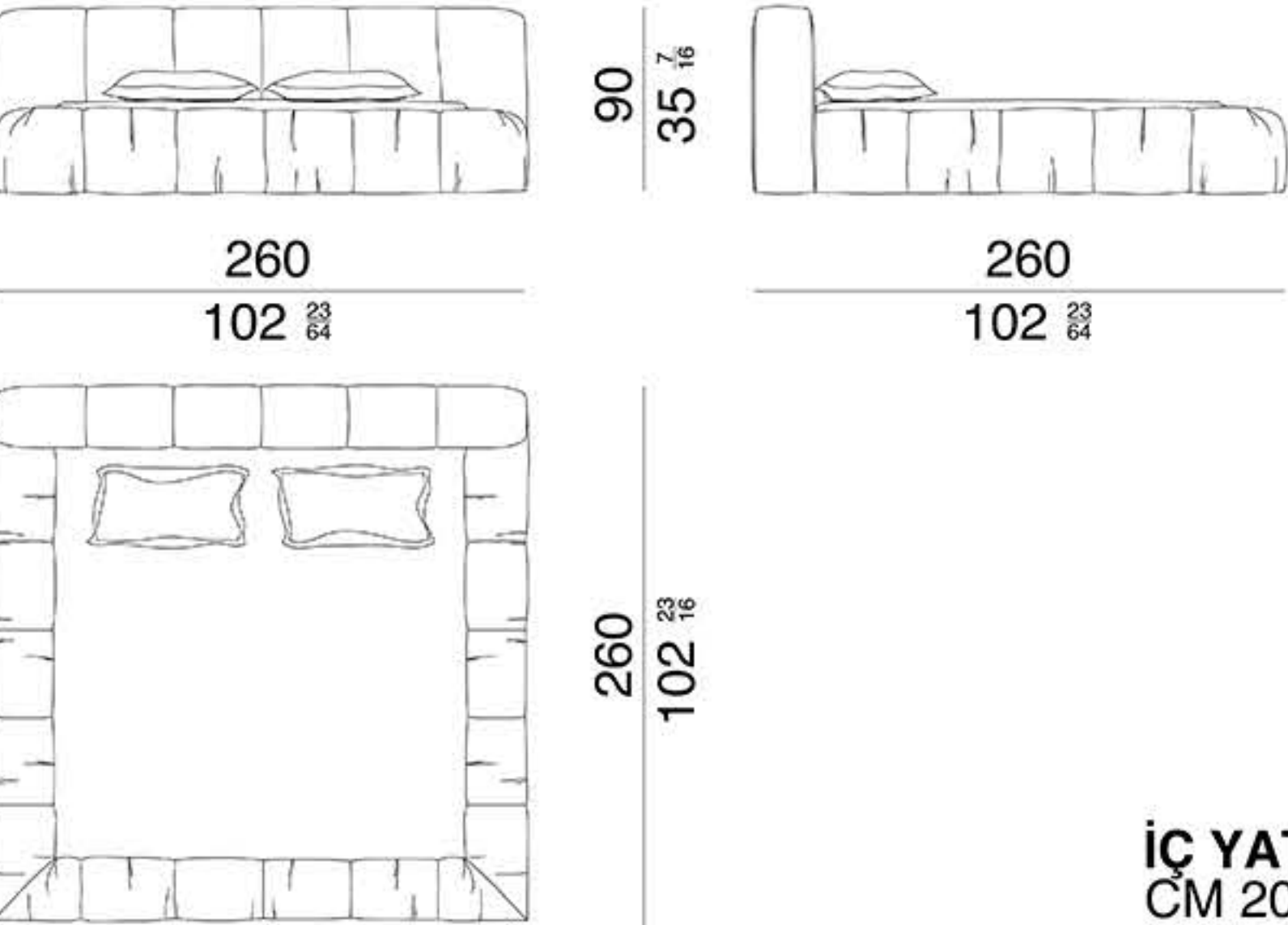
İÇ YATAK I MATTRESS:
CM 160 x 200 - IN 62 ⁶³/₆₄ x IN 78 ⁴⁷/₆₄

BED CM 240 x 260 x 90 h



İÇ YATAK I MATTRESS:
CM 180 x 200 - IN 70 ⁵⁵/₆₄ x IN 78 ⁴⁷/₆₄

BED CM 260 x 260 x 90 h



İÇ YATAK I MATTRESS:
CM 200 x 200 - IN 78 ⁴⁷/₆₄ x IN 78 ⁴⁷/₆₄

MATERIALS

HEADBOARD



BLACK GENUINE
LEATHER



GREY GENUINE
LEATHER



OFF WHITE GENUINE
LEATHER

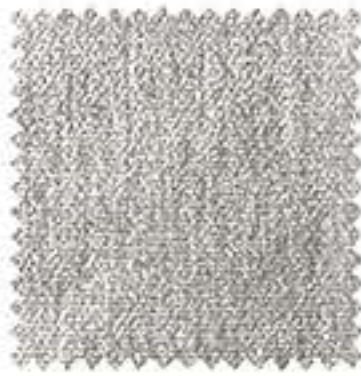
BED



BLACK
CHENILLE FABRIC



GREY
CHENILLE FABRIC



LIGHT
CHENILLE FABRIC





COZY ©

Inspired by the sack form, Cozy is designed to create a modern-bohemian effect in its surroundings with its goose feather-filled headboard and various size/color alternatives.



TAG

Product inspiration: Sack

Design sensibility: Modern

Product character: Relax, bohemian

MATERIALS

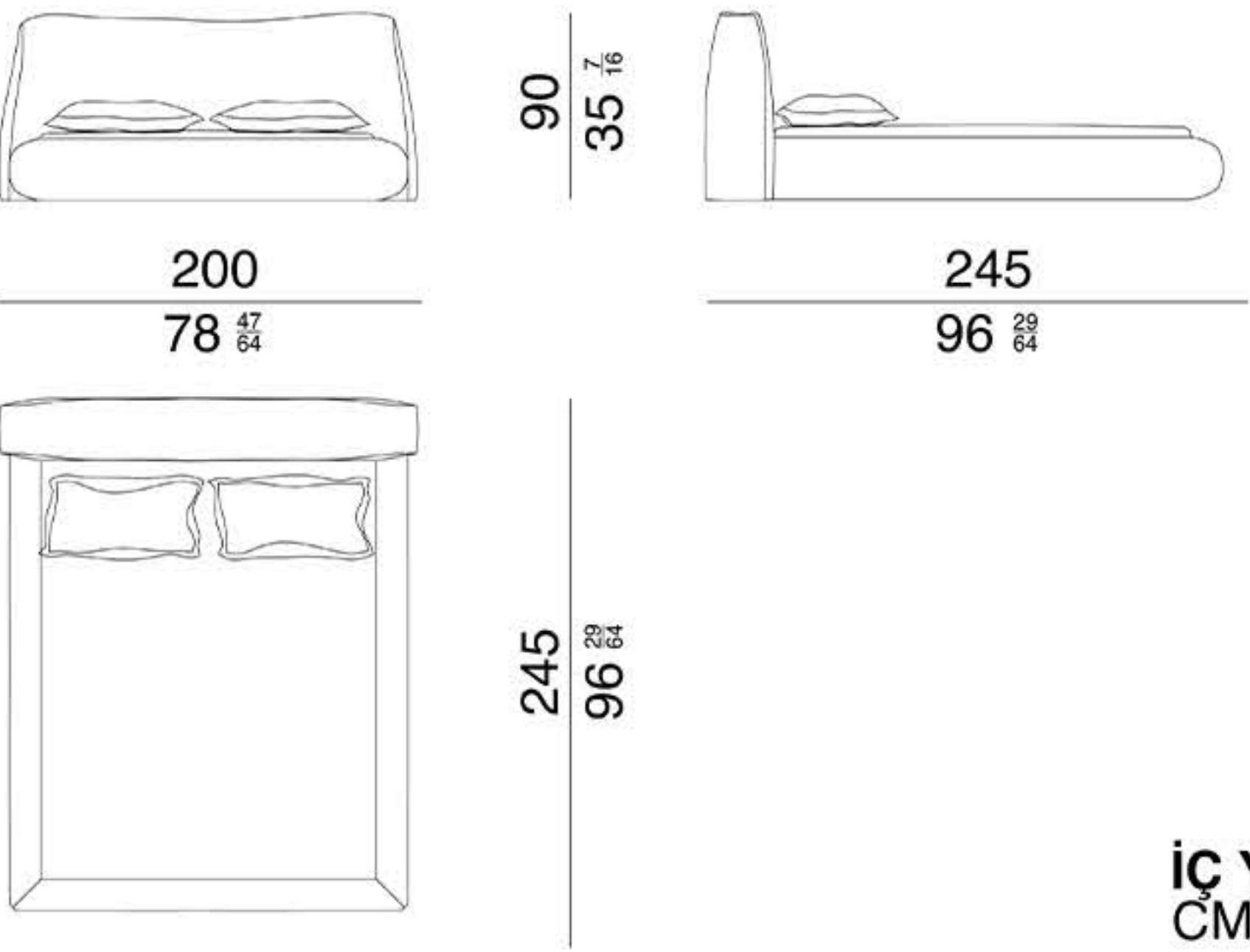
The bed frame and headboard are covered with premium imported fabric from Spain. The headboard is filled with first-rate 100% goose down.



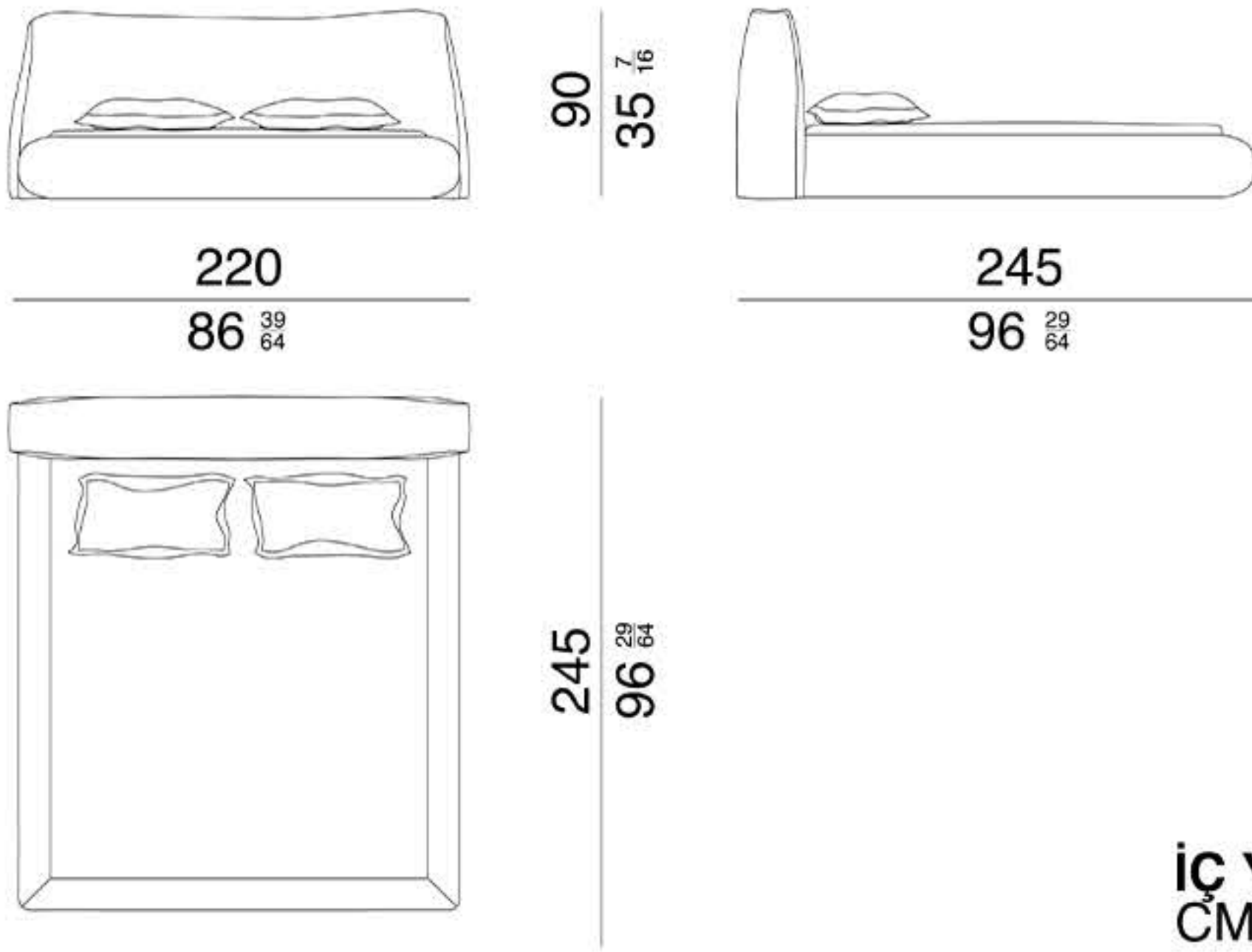




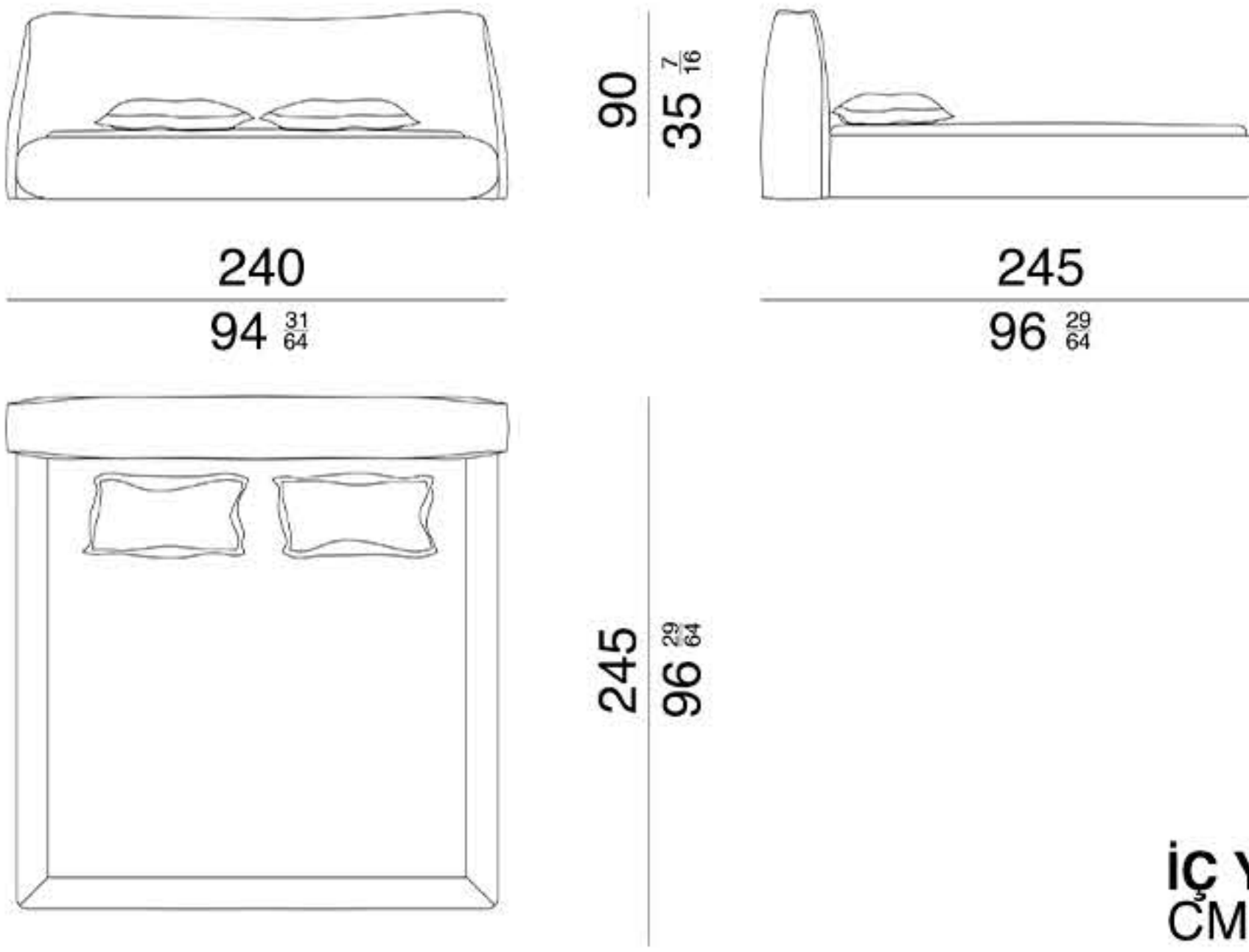
BED CM 200 x 245 x 90 h



BED CM 220 x 245 x 90 h



BED CM 240 x 245 x 90 h



MATERIALS

FABRIC



GREY



SACK

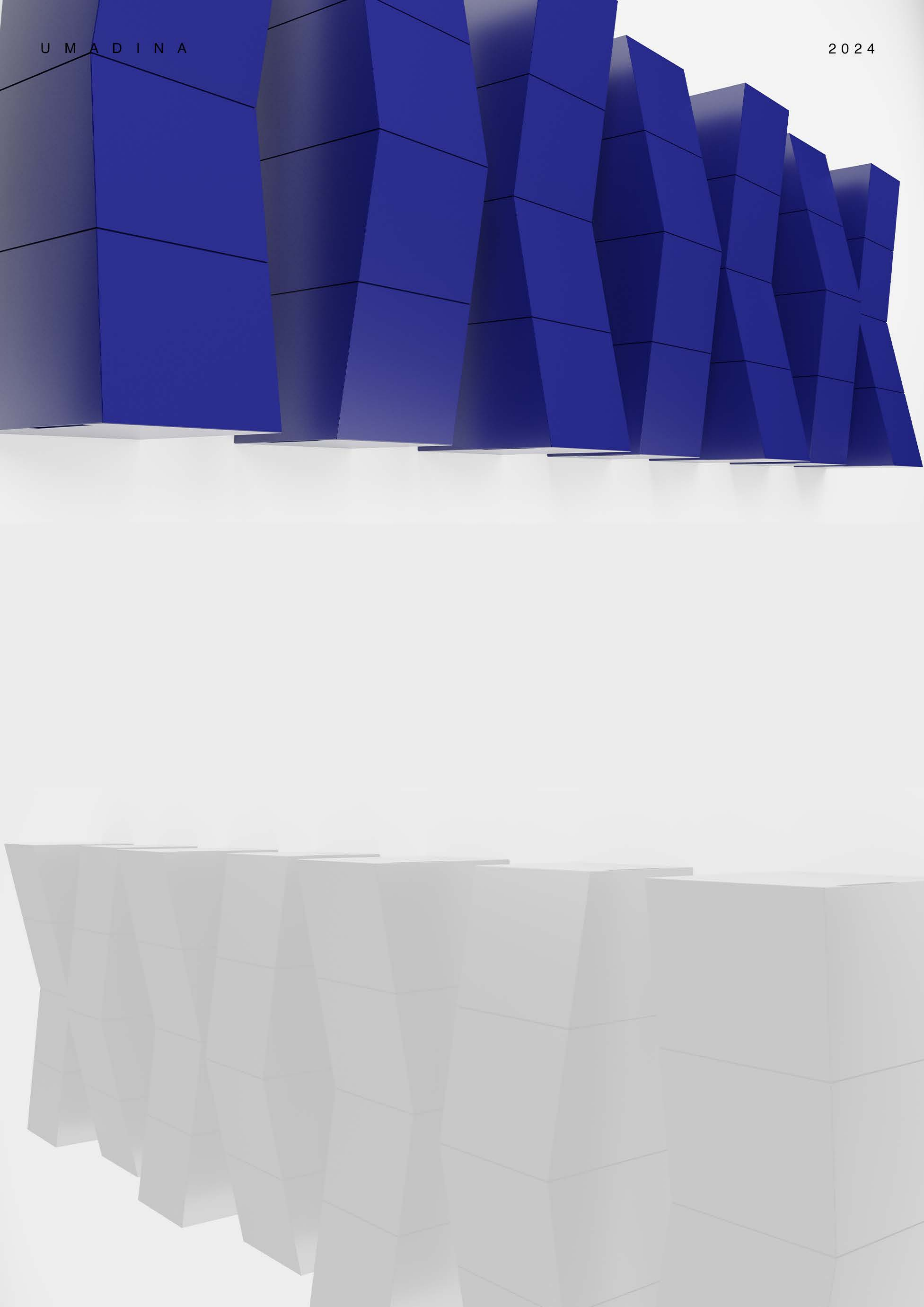


MUSTARD



CREAM





THANX ©

Thanx; with its wide color palette and movable units, Thanx is a modular system that can be utilized in various ways, creating its own size. Thanx creates a futuristic effect in its surroundings.



TAG

Product inspiration: Star Wars
Design sensibility: Modern, futuristic
Product character: Dynamic, unusual

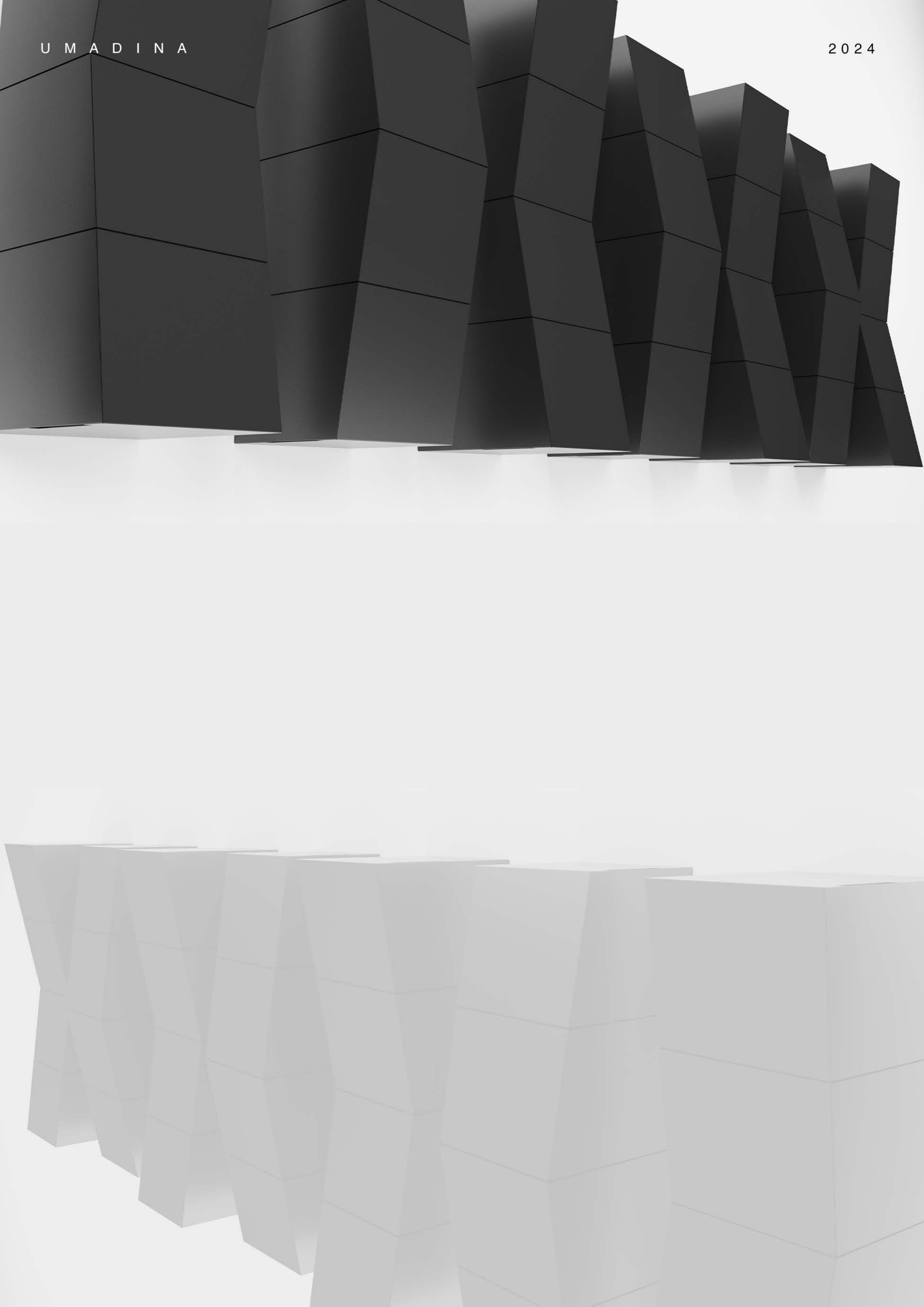
MATERIALS

It is made of first-grade MDF and has a top-tier lacquered finish.



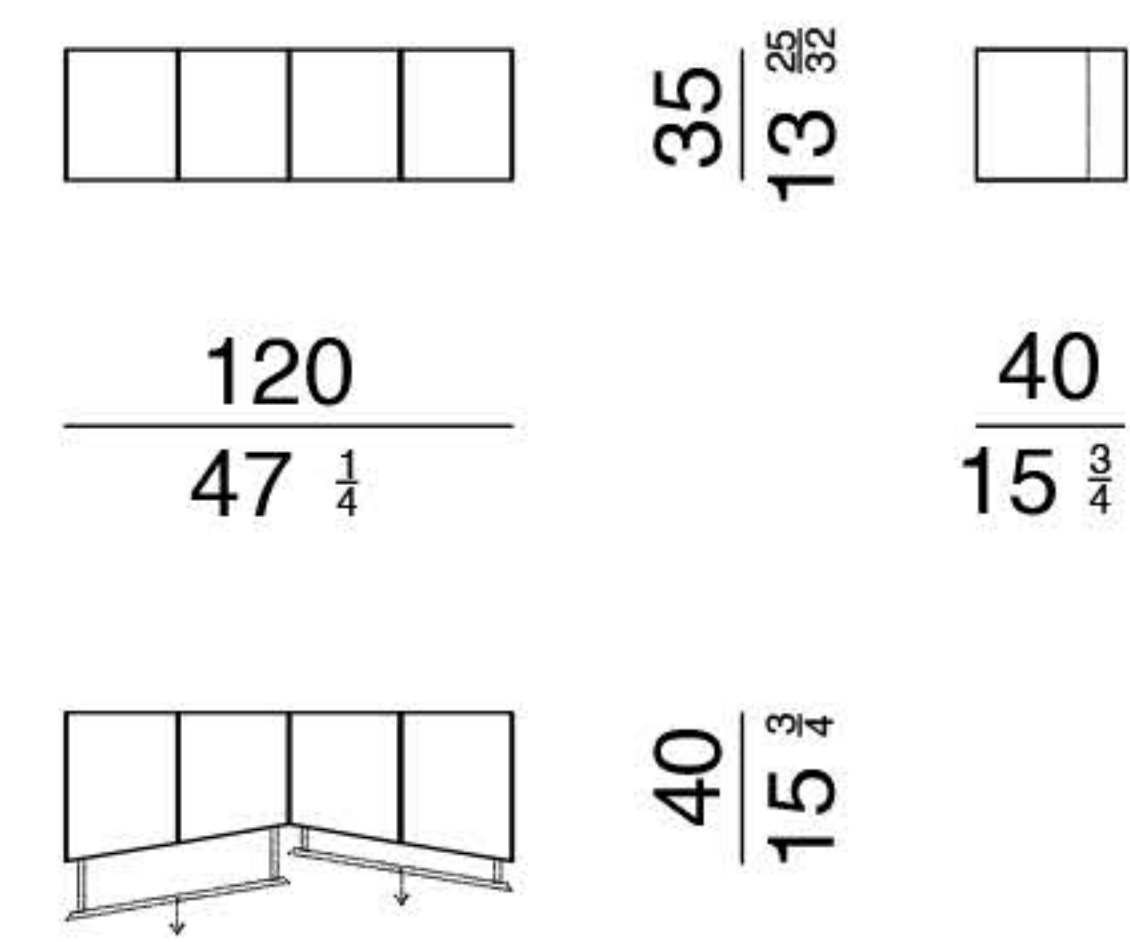
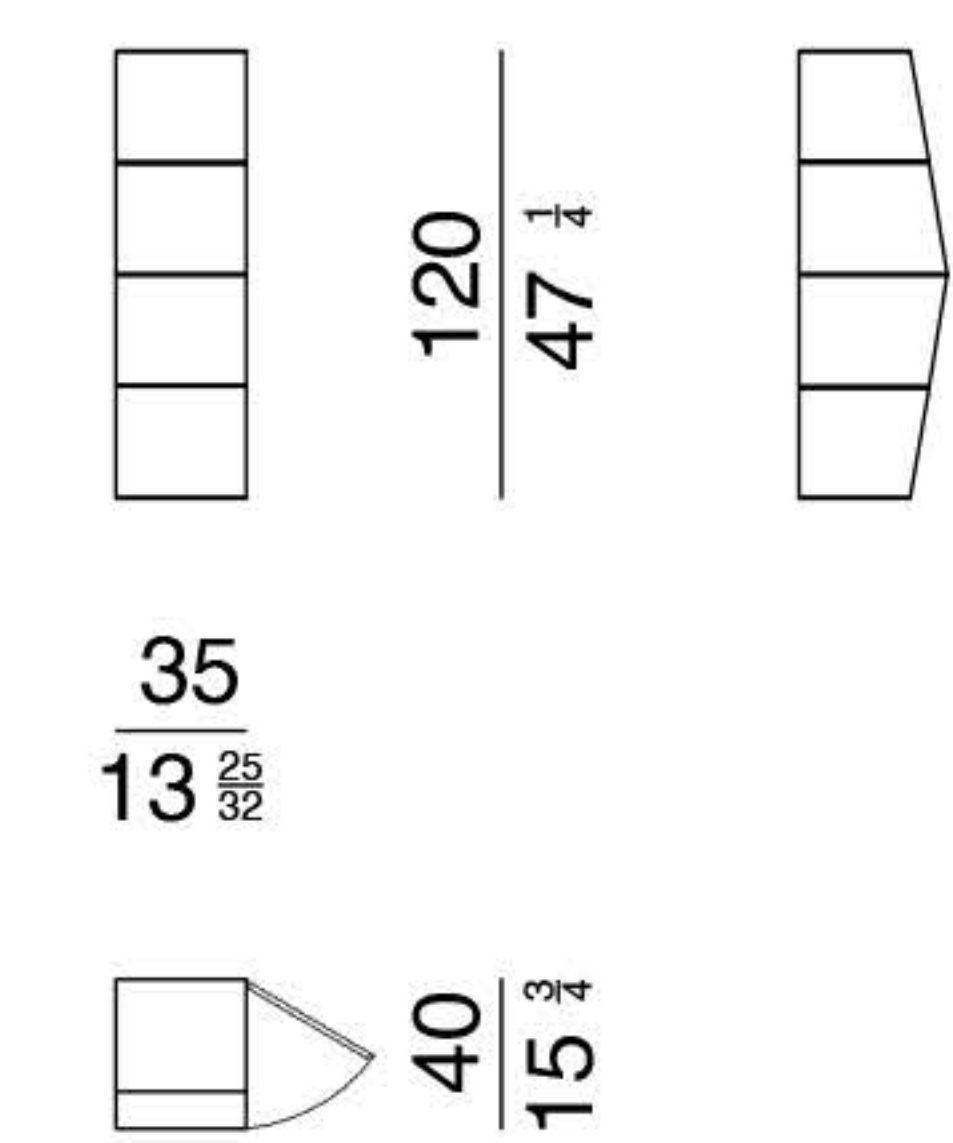






CABINET MODULE 35 x 40 x 120 h

DRAWER MODULE 40 x 120 x 35 h



MATERIALS



BLACK
LACQUER



DARK GREY
LACQUER



GREY
LACQUER



WHITE
LACQUER

SPECIAL COLORS



MUSTARD
LACQUER



CHERRY
LACQUER



NAVY
LACQUER



PINK
LACQUER



GREEN
LACQUER



CASTLE ©

Inspired by the historical castle walls, Castle is a modular system consisting of a back panel, cabinet module, and transparent plates. With its product design, material, and color combinations, Castle allows you to create different combinations, serving as a sophisticated bookcase and display cabinet that creates an elegant effect in the spaces it is used in.



TAG

Product inspiration: Historical castles

Design sensibility: Modern, sophisticated

Product character: Curious, noble, traveler

MATERIALS

The back panel is made of high-quality MDF with oak veneer and lacquer paint. The cabinet modules are lacquered on top of high-quality MDF. The product's movable transparent dividers are made of laminated colored glass material.

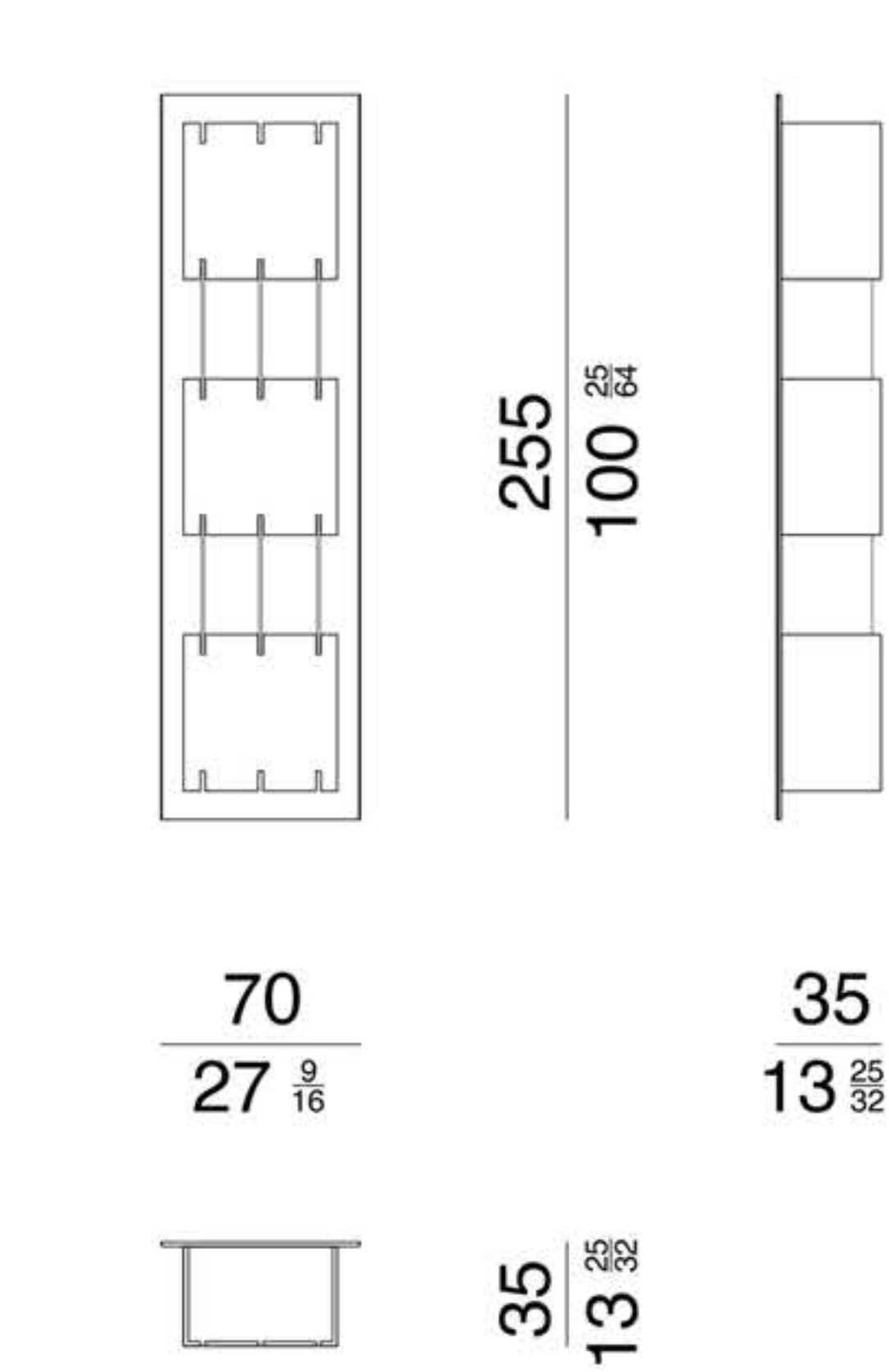








SHOWCASE MODULE CM 70 x 35 x 255 h



MATERIALS

CABINET

LAQUER



PANEL

WOOD



LACQUER



ACCESSORIES

(GLASS)



U M A D I N A

DESIGN
STUDIO



BIG SEE
Product Design
Award 2023
Winner

UMADINA ©

1930

The design originates from the convergence of the designer's strong imagination from childhood with the feeling of "constraint" in adulthood. 1930 embodies a visible product of purity that chooses to confine its own formation story within itself and opt for liberation. Every space you use 1930, entirely handmade, is completed with an artistic touch.



TAG

Product inspiration: The designer's grandmother

Design Sensibility: Ethnic, oriental

Product Character: In Eastern mythology, a faithful, tolerant, merciful, powerful, wise female character.

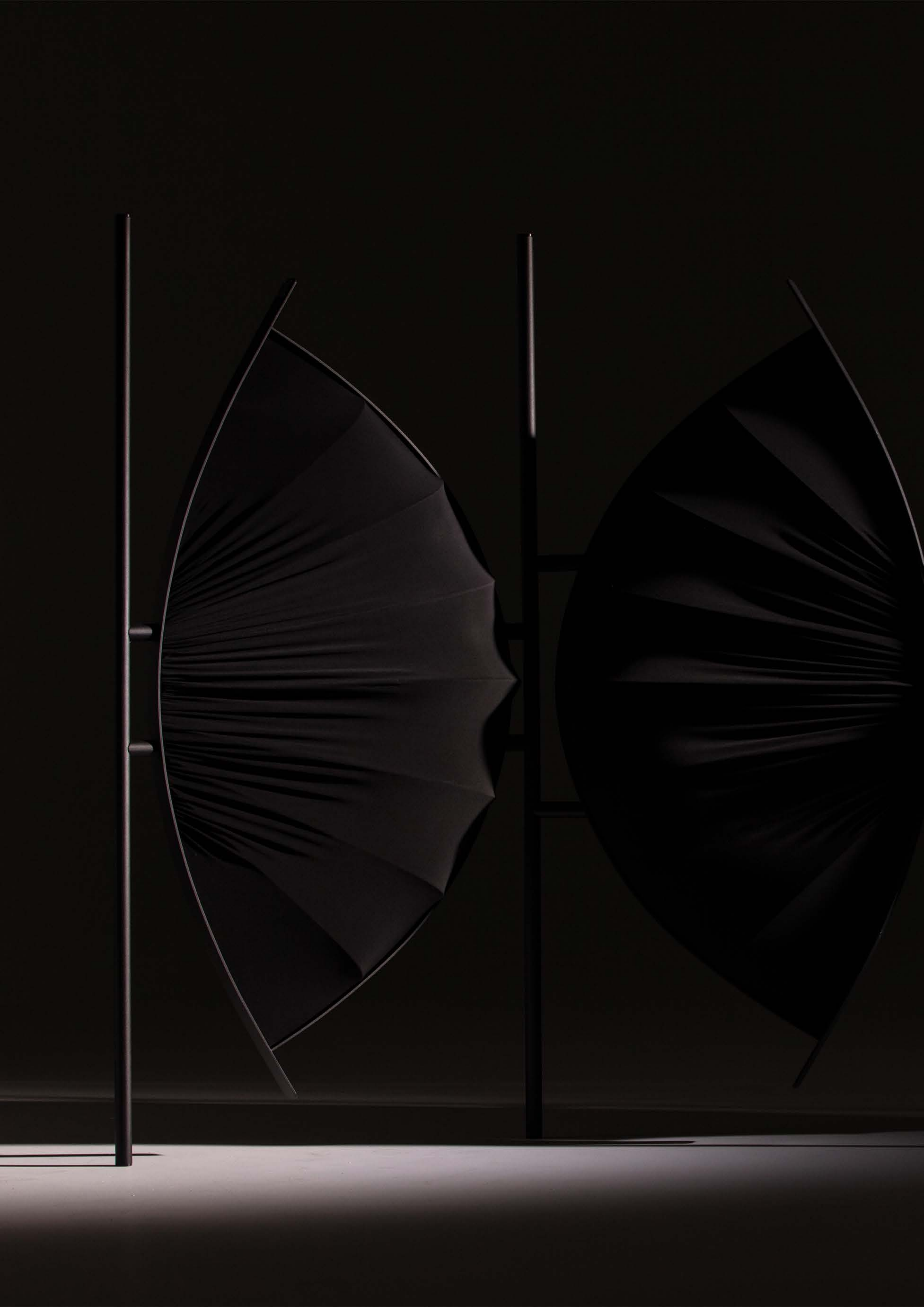
MATERIALS

Craftsmanship texture static painted metal
skeleton covered with transparent top-tier fabric.

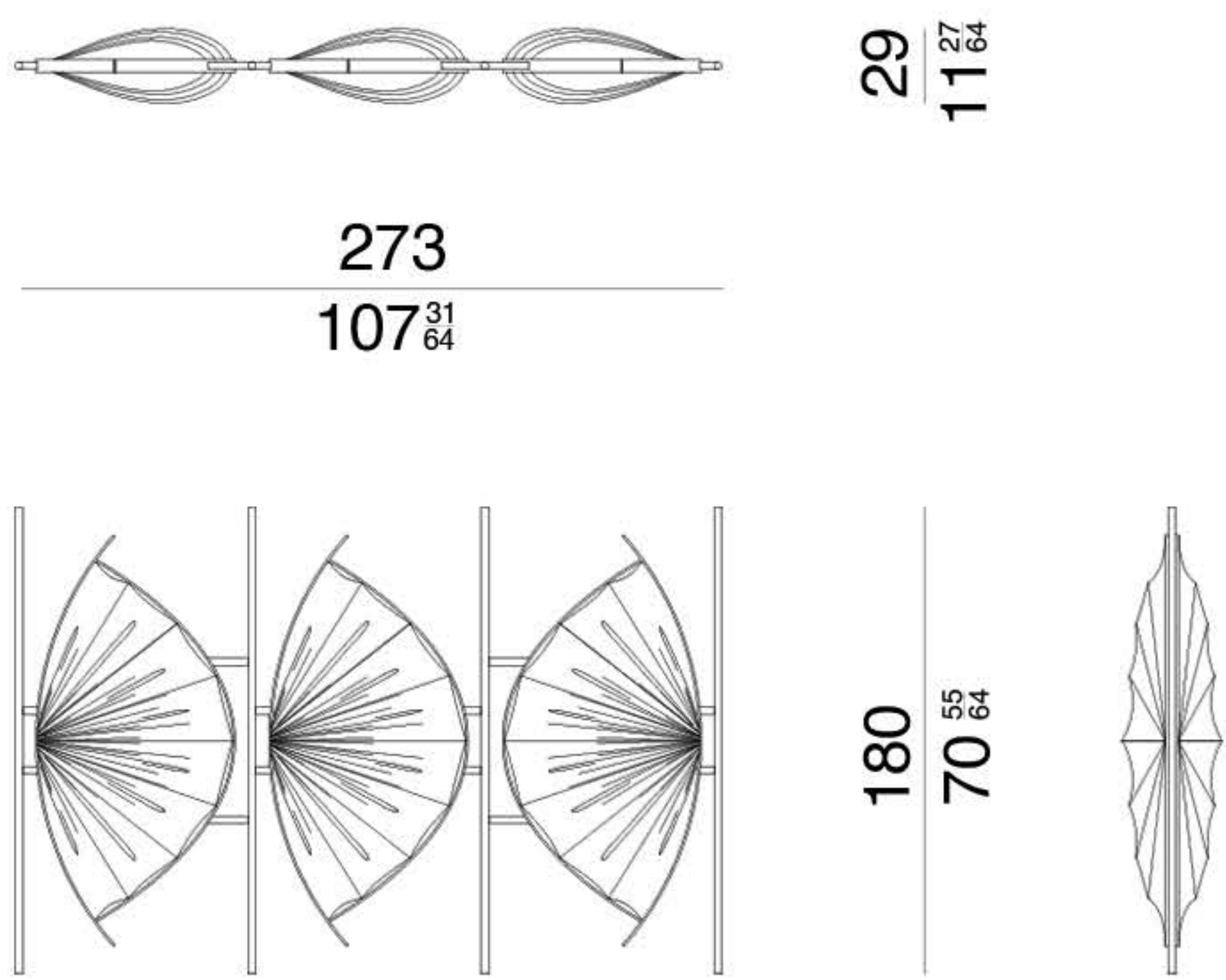






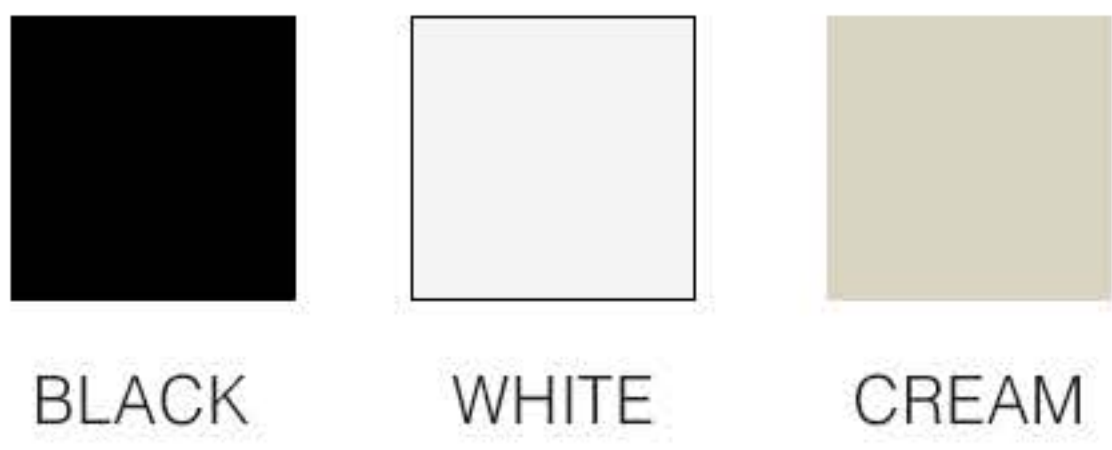


DIVIDER CM 273 x180 h

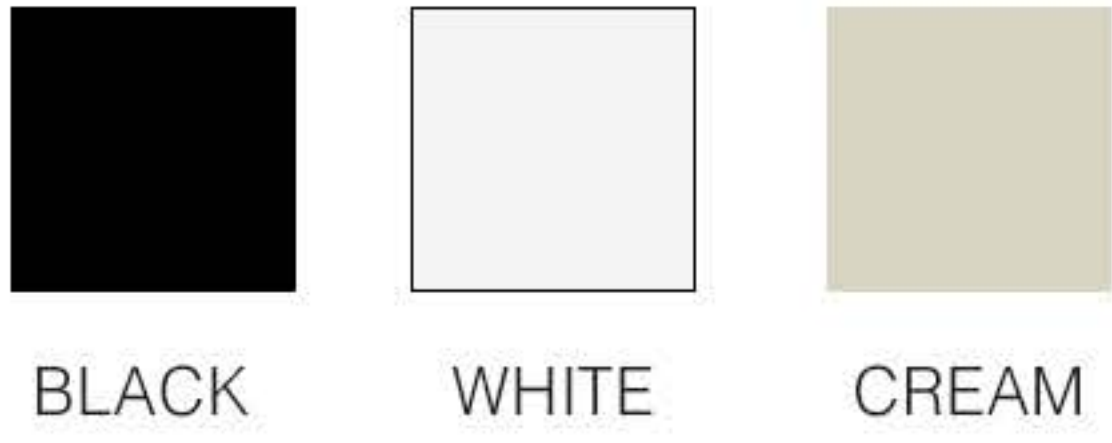


MATERIALS

METAL CONSTRUCTION



FABRIC



U M A D I N A textiles

Genuine Leather Collection



chestnut
JOYOFA,
JOYOFA POUF,
BLOCK accessory



grey
JOYOFA,
JOYOFA POUF,
BLOCK accessory



fussy
BLOCK accessory



mocha
JOYOFA,
JOYOFA POUF,
BLOCK accessory



black
JOYOFA,
JOYOFA POUF,
BLOCK accessory

Linen Collection I



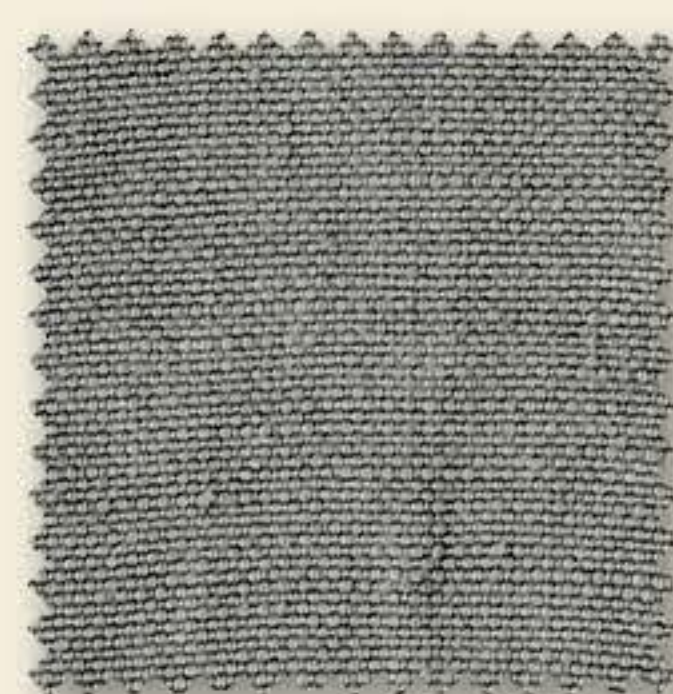
mustard
COZY bed



sack
COZY bed



cream
COZY bed



grey
COZY bed

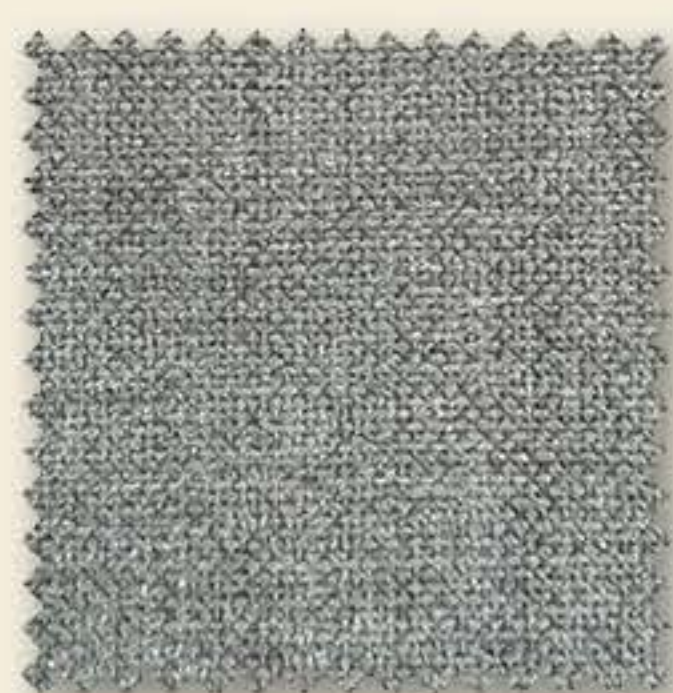
Linen Collection II



black
BILL fam



dark grey
BILL fam



grey
BILL fam

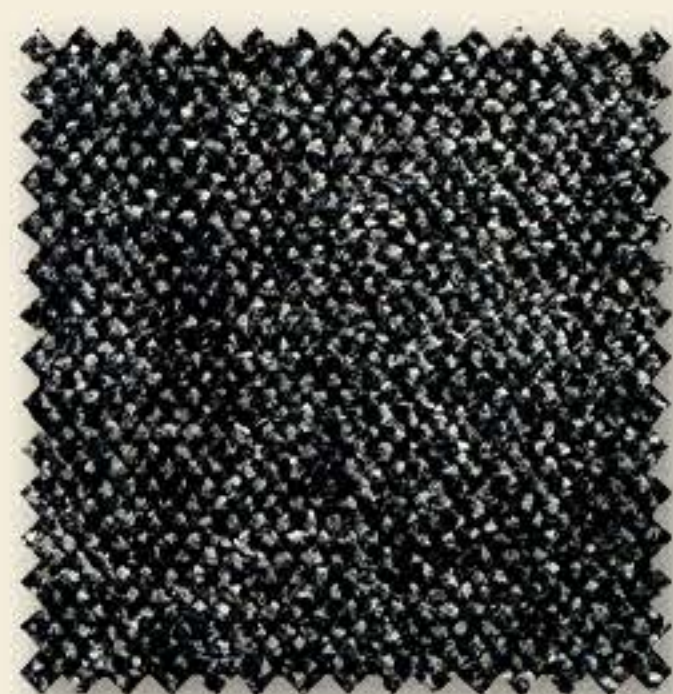


orange
BILL fam



pink
BILL fam

Chenille Collection



black
BIGGER bed



grey
BIGGER bed



off white
BIGGER bed

Velvet Collection



grey
JOO BAGHDAD
armchair



brown
JOO BAGHDAD
armchair



smoky
JOO BAGHDAD
armchair



off white
JOO BAGHDAD
armchair

Boucle Collection I



black-grey
BLOCK
floor cushion



dark grey-grey
BLOCK
floor cushion



grey-white
BLOCK
floor cushion

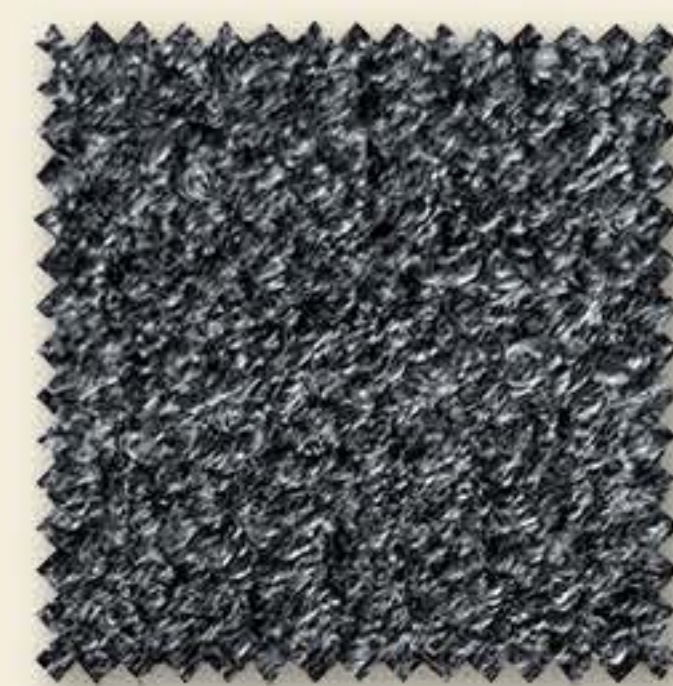


black-white
BLOCK
floor cushion

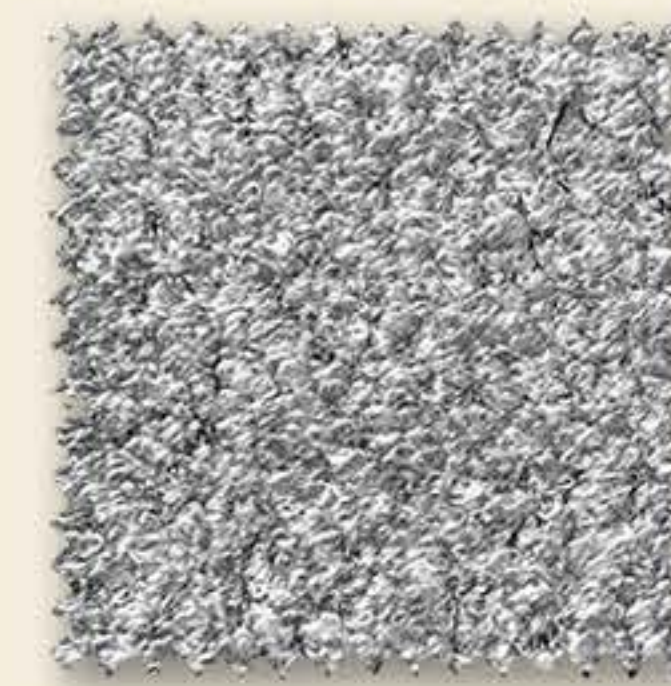
Boucle Collection II



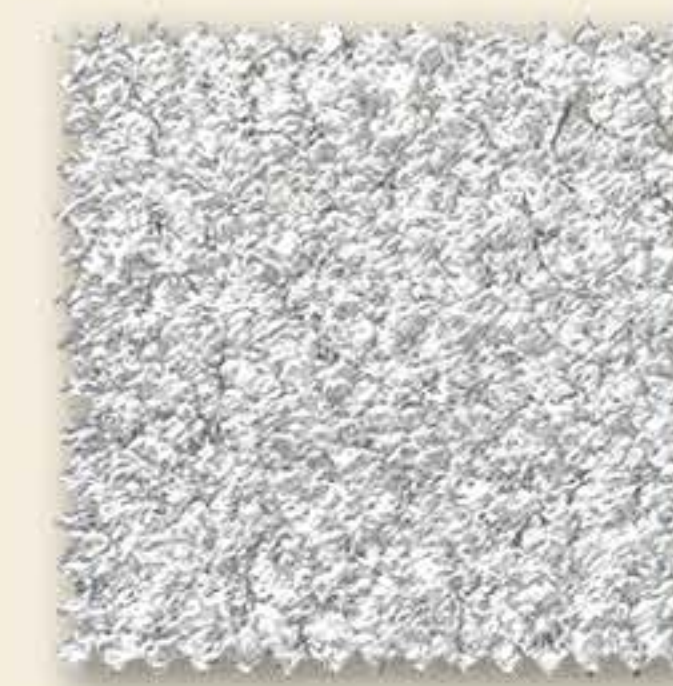
black
MACARON
pouf



dark grey
MACARON
pouf



grey
MACARON
pouf



white
MACARON
pouf



**First grade
genuine leather**



**%100 goose
feather filling**



**luxury+++
material**



**luxury+++
textile**



**big+++
product size**

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DAFFY
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INTERIOR & CONCEPT DESIGN:
UMADINA DESIGN STUDIO

2D & 3D VISUALIZATIONS:
UMADINA DESIGN STUDIO

TEXTS:
UMADINA DESIGN STUDIO

CATALOG DESIGN:
UMADINA DESIGN STUDIO

U M A D I N A



umadinaofficial



UMADINA



Umadina Design Studio



Umadina



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