

SoMa



AUBRILAM

SoManifesto

SoMa, exceptional furniture

Designed by Studio Aurel Design Urbain for AUBRILAM, SoMa is a collection of urban furniture that invites us to rethink how we connect with the city. Created to offer a high-quality experience of public space, it sparks a renewed emotional connection between the object and its surroundings. SoMa brings together the know-how of a meticulous manufacturer and the precision of thoughtful design. The choice of materials resonates with the design intent, giving life to a collection that is vibrant, sensitive, and contemporary. Each piece offers a subtle, welcoming response to a specific need, while encouraging new ways of experiencing the public spaces.



A collection where material speaks

The design of the SoMa range stems from an exploration of material. The wood reveals the imprint of the gesture, the memory of shaping and sanding. Under the artisan's hand, it becomes a language. Each wooden piece is carefully sculpted and crafted, while the metal components ensure continuity, forming furniture defined by balanced lines. SoMa echoes the sensitive encounter between craftsmanship and industry.



SoMaterials

Sustainable and noble materials

SoMa is crafted from Accoya® wood, renowned for its exceptional stability and durability (Class 4). This acetylated wood is FSC® certified and Cradle to Cradle® Gold certified, ensuring a material with no harmful impact on the environment or human health. Combined with a thermocoated stainless-steel structure, it guarantees optimal longevity in even the most demanding environments.



SoMankind

Furniture designed for people

SoMa is furniture meant to be lived with. Benches, armchairs, litter bins, planters, lighting bollards and columns: the SoMa collection unfolds into a coherent set of products that helps create welcoming, high-quality urban spaces. This new range addresses the need to imagine new experiences in the urban environment while contributing to the creation of more harmonious and sustainable places. Because a sensitive city deserves furniture that reflects it: balanced, enduring, and meaningful.



SoMagic

Furniture that reveals light

SoMa brings light through bollards and columns designed in the same spirit as the other pieces in the collection. A lighting solution that is both soft and efficient, crafted to create different atmospheres and subtly integrated into the material. Each object retains the same graphic identity: harmonious curves, generous and balanced forms where the craftsmanship is embedded in the material. Here, the material is revealed through light.





aurel design_urbain

for

AUBRILAM

BEGA Group

83 rue Fontglève
63000 Clermont-Ferrand

France

+33 4 73 31 86 86

www.aubrilam.com

