VidaBook 2024



VidaSpace Auckland Showroom 105 St. Georges Bay Road, Parnell, Auckland, New Zealand

VidaSpace Wellington Showroom 1 College Street, Te Aro, Wellington, New Zealand

0800 119 388 hello@vidaspace.co.nz vidaspace.co.nz VidaSpace Christchurch Showroom 143 Victoria Street, Christchurch Coming mid-2024

Head Office and Distribution 20 Roe Street, Levin New Zealand



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Look for our FSC® Certified products throughout the Vidabook VidaSpace FSC CoC Certification: SGSHK-COC-510010.



# The History

The Simmons family are anchored by over 30 years of timber experience. Beginning with Walter Simmons - a structural engineer, Paul's father, and Jimmy and Brad's grandfather. Paul's background was in construction and window joinery, and his brother David came from the joinery industry.

2017 – The flagship Auckland Showroom was opened on Saint Georges Bay Road in Parnell – a momentous step-up from the Commerce Street pop-up.

The family business 'Artline' was founded in 1988 in Levin, and by 1992 was selling a range of NZ-made solid pine kitset furniture. In 1994 the company evolved to 'Artline Timber Supplies' with the tagline "Quality – Service – Satisfaction" which saw it through the next 15 years.

**2018** – VidaSpace expands into Wellington, opening a pop-up showroom at BizDojo. Jimmy's brother, Brad Simmons, joins VidaSpace.

**2000** – With the new millennium came the biggest milestone yet – building and operating their own timber sawmill and wood processing operation to supply kiln dried, sawn, profiled timber

products to building merchants and the joinery market.

2019 - Paul sells ATS Timber to a local sawmilling family and joins
VidaSpace full time.





In **2002**, now called "ATS Timber Wholesalers", the business moved to 20 Roe Street which is still the current VidaSpace head office location today.

2020 - The VidaSpace Wellington showroom opens in the midst of a global pandemic and receives a Silver Pin at the Best Awards.



**2021** – VidaSpace becomes the official New Zealand partner of Oscar Ono Paris and launches the collection of aged end grain oak – the most luxury and exclusive wood flooring ever brought to the NZ market.



**2022** – VidaPlank is launched – a range of flooring, wall & ceiling linings, and the first collection that is 100% designed, curated, and developed by the VidaSpace team.

Fast-forward to April **2015** when on a business trip to the UK, Paul and Jimmy conceived the foundations for a new brand. VidaSpace was founded with the core value and vision to bring premium timber finishes for the most demanding designs to the NZ interiors market. By June, Jimmy left ATS to embark on the VidaSpace journey – a website was launched, the inaugural VidaBook was produced and sent to specifiers nationwide, one container of stock was ordered from Europe, and so it began.

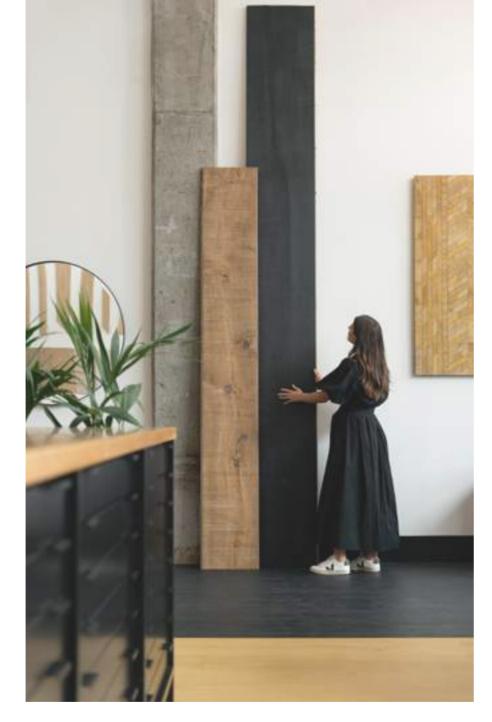
**2023** – After an 8-month journey of research and identity development, VidaSpace underwent a brand refresh and launch of a new website and tagline: "Empowering Ambitious Design'.

**2016** – VidaSpace's first pop-up 'showroom' was opened – a 15m2 office on the third floor of a building on Commerce Street in Auckland.



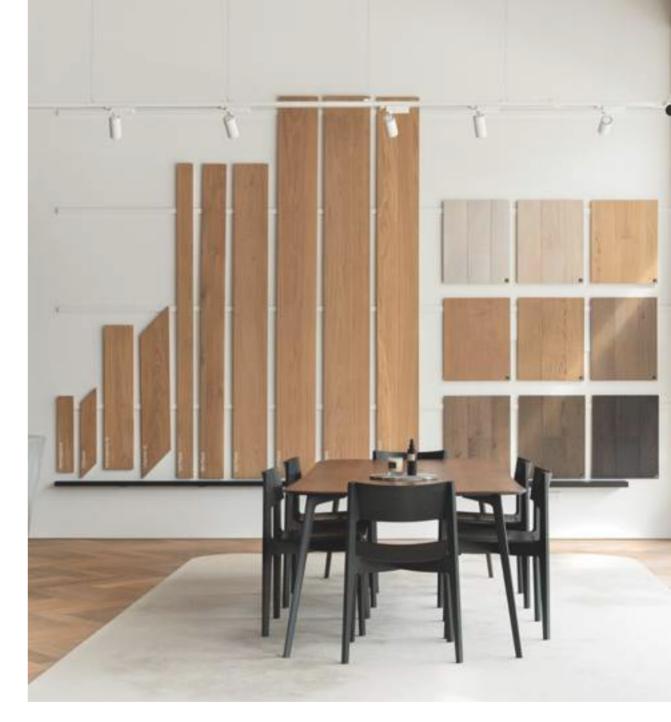
2024 - Introduction of the VidaSpace EcoSystem - the world's first integrated timber interior finishes specification system. The first VidaSpace South Island showroom is opening mid-2024 in Christchurch.

# Our Showrooms



VidaSpace Auckland Showroom

0800 119 388 auckland@vidaspace.co.nz 105 St Georges Bay Road, Parnell, Auckland



VidaSpace Wellington Showroom

0800 119 388 wellington@vidaspace.co.nz 1 College Street, Te Aro, Wellington

#### VidaSpace Christchurch Showroom

0800 119 388 143 Victoria Street, Christchurch Coming mid-2024

# **Our People**

We bring a fresh perspective, a daring spirit, and a commitment to forging uncharted territory. A family-run business with a strong foundation rooted in over three decades of timber expertise, strengthened by a team of experienced design and technical consultants.

Jimmy Simmons

Managing Director | Dad Joke Enthusiast **Diploma of Business** 



Ahlia McKenzie

Design + Marketing Manager | Jetsetter Bachelor of Communication Studies, Diploma of Interior Design



#### Paul Simmons

Director | "Pa"



Specification Consultant | Team Chef







Fran Coombe

Specification Consultant | Cat Mom Bachelor of Spatial Design



Carolina Sánchez

Auckland Showroom Consultant | Yoga Instructor Bachelor of Interior Design Diploma of Digital Marketing



Wellington Showroom Consultant | Floristry Expert





Specification Consultant | Pianist



Candayce Smith

Sales & Marketing Support | Beach Bunny





Technical Consultant | Sandwich Connoisseur Certificate in Timber Flooring Installation





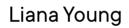
Jon Birch

Finance Manager | Boxing Coach



Ivan Booth

Samples & Dispatch Coordinator | Hot Rod Engineer



Marketing Coordinator | Photographer



Dennis Baker

Warehouse Manager | Golfer





Warehouse & Dispatch | Fisherman





# Harvest Lane

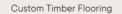
Residential Home by Venia Design



#### "A sophisticated family retreat.

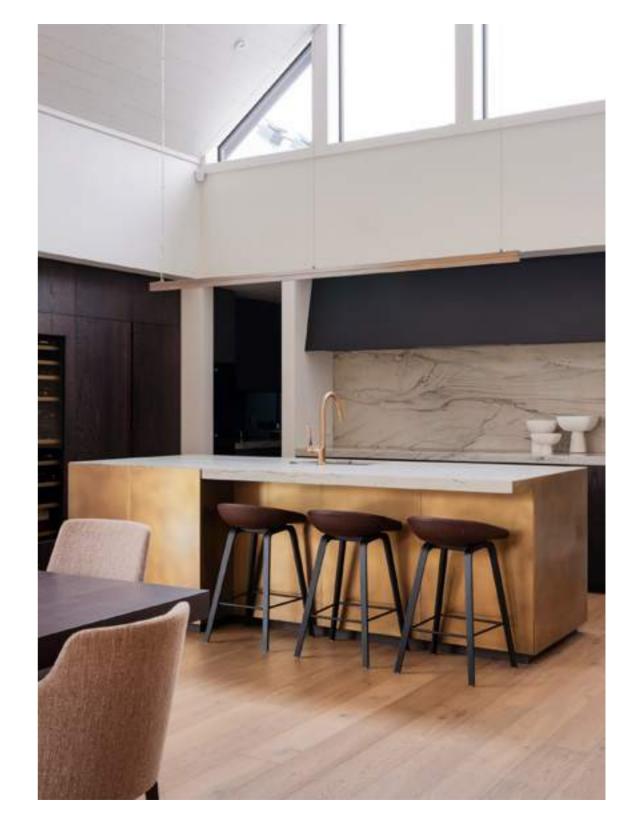
The flooring was a custom colour created to suit the warm tones of the aged brass and cooler tones of the schist fireplace, the tone of the wood needed to sit in-between holding grey, ash and lighter oaky tones making for a neutral foundation."

- Jane Carolan











## Niwa Residence

Residential Home by Rowson Kitchens

#### "A thoughtful new build -

Designed by KR Architecture & built by Chad Niwa Building for his own family of four in Fitzroy, New Plymouth. The kitchen sits in a dramatic 6m void & Chocolate Oak veneer was specified to anchor the back wall in this space, along with complimenting the darker vein in the White Macaubas granite benching. Herringbone flooring in Ferro adds additional texture, along with the rendered splashback & shelving in the butlers pantry & the fluted custom painted island front panel that continues around to the drawer fronts. A custom beaded handle detail adds texture to the back wall along with the space tower pantry unit & integrated appliances. A mezzanine garden allows for indoor plants to gently cascade down the rendered wall above the kitchen, & a custom blade light over the island blends into the space while offering important task lighting."

- Annika Rowson









#### Eastbourne Residence

Residential Home by Seear-Budd Ross

#### "This home imitates its native surrounds through texture and tone;

The seamless exterior expression denotes little of the home's sense of volume within – a feeling enhanced by the arrival sequence – and its pavilion-style layout. Clad entirely in New Zealand-grown macrocarpa, a timber that omits a fragrant, spicy scent, the entry nook is a "cave-like" space. In contrast, the adjoining living pavilion, featuring an exposed vaulted macrocarpaclad ceiling, opens with a sense of overwhelming release. Here, generous views to the ocean draw the interiority outwards and natural light is plentiful; it is

lofty and dignified yet the feeling is understated and inviting. In addition, a notable level of craft has been employed throughout the home.

In this informal, coastal setting, the material selections are carefully considered to enrich the architecture. All the materials selected have a subtle softness and texture in their finish. Bandsawn textured oak VidaSpace floorboards compliment this approach and seamlessly integrate into the home's architecture."

- Thomas Seear-Budd



RJC Building | Rory Gardiner Photography Grove Timber Flooring











# Pitau Road

Residential Home By Kathrine McDonald Design

#### "A family home, a place to make memories.

The amazing VidaSpace flooring informed the interior palette throughout this property. The warm timber tones worked perfectly with the Dekton porcelain in the kitchen, fresh white walls, linen fabrics, and the brickwork spine, which runs from the exterior, through to the interior of this family home. The flooring was also installed on the powder room walls to offset the striking Concrete Nation freestanding basin, bringing in warmth, adding another layer of materiality and a vertical textural element."

- Kathrine McDonald

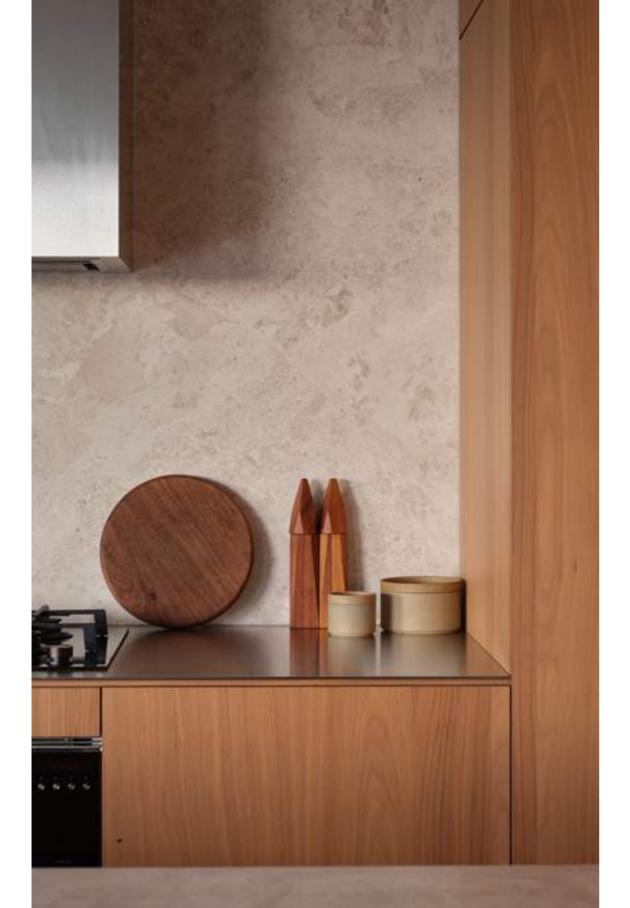


Allevard Timber Flooring

Gerrand Flooring | Jay Drew Photography







## Te Atatū Residence

**Residential Home by Material Creative** 

# "Our clients love the tranquillity of being by the water.

A big part of the attraction of the home was its sea view. For them being near the water makes them feel relaxed. These references filter into the home via earthy tones combined with layers of texture and mixed materials, ensuring the spaces feel warm, relaxed, and comfortable.

The kitchen is sleek, constrained, sculptural. Its design absolutely maximises space, storage and bench space with a hidden scullery flowing to the laundry."

- Toni Brandso

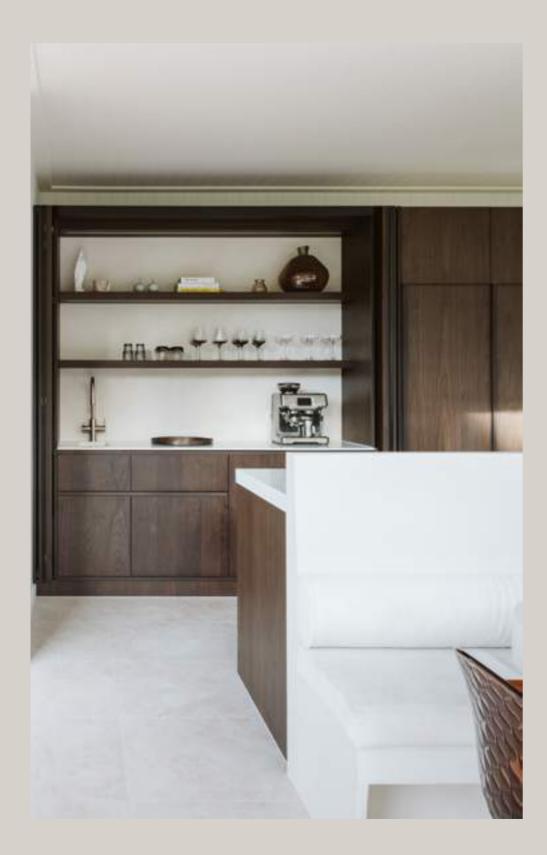
Origin Build | Manolas Bros | Sam Hartnett Photography

Frozen Walnut Veneer









#### The Orchard

#### Residential Home by Rowson Kitchens

#### "Set amongst established trees with calm green views.

A unique new build designed by KR Architecture seating & custom dining table allow close connection & built by Chad Niwa Building for a family of six. Located in an Orchard in New Plymouth it is set amongst established trees with calm green views from the crittal window joinery. A neutral palette of warm white, custom render & rich Stardust walnut veneer compliment the travertine tiles, & the veneer was selected to also compliment the surrounding natural environment. V-groove panelling on the ceilings & walls offer additional texture, & the booth

& conversation while comfortably seating up to twelve people - removing the need for a separate dining space. The back wall features a butlers pantry fitted with a Zenith Hydro G5 all in one sink mixer & an integrated cool drawer for beverage preparation, & a window seat with built in drawer storage offers an additional space to sit & converse or enjoy the lovely relaxing views."

- Annika Rowson

KR Architecture | Chad Niwa Building | Gina Fabish Photography Stardust Walnut Veneer









# Kennard Residence

Residential Home by Nicola Ross Design





#### "Organic. Thoughtful. Modern.

Our studio was engaged on this project to complete a full interior joinery fitout, material selection and specification across the home. We worked to create an organic feel throughout the project that was thoughtful and modern. The use of the Shinnoki veneer was an easy choice and the ability to get an exact colour match to the stairs created a cohesive aesthetic that elevated the home into something really special. Its contribution to the textural elements across the home created a solid base that will endure in a timeless way."

- Nicola Ross



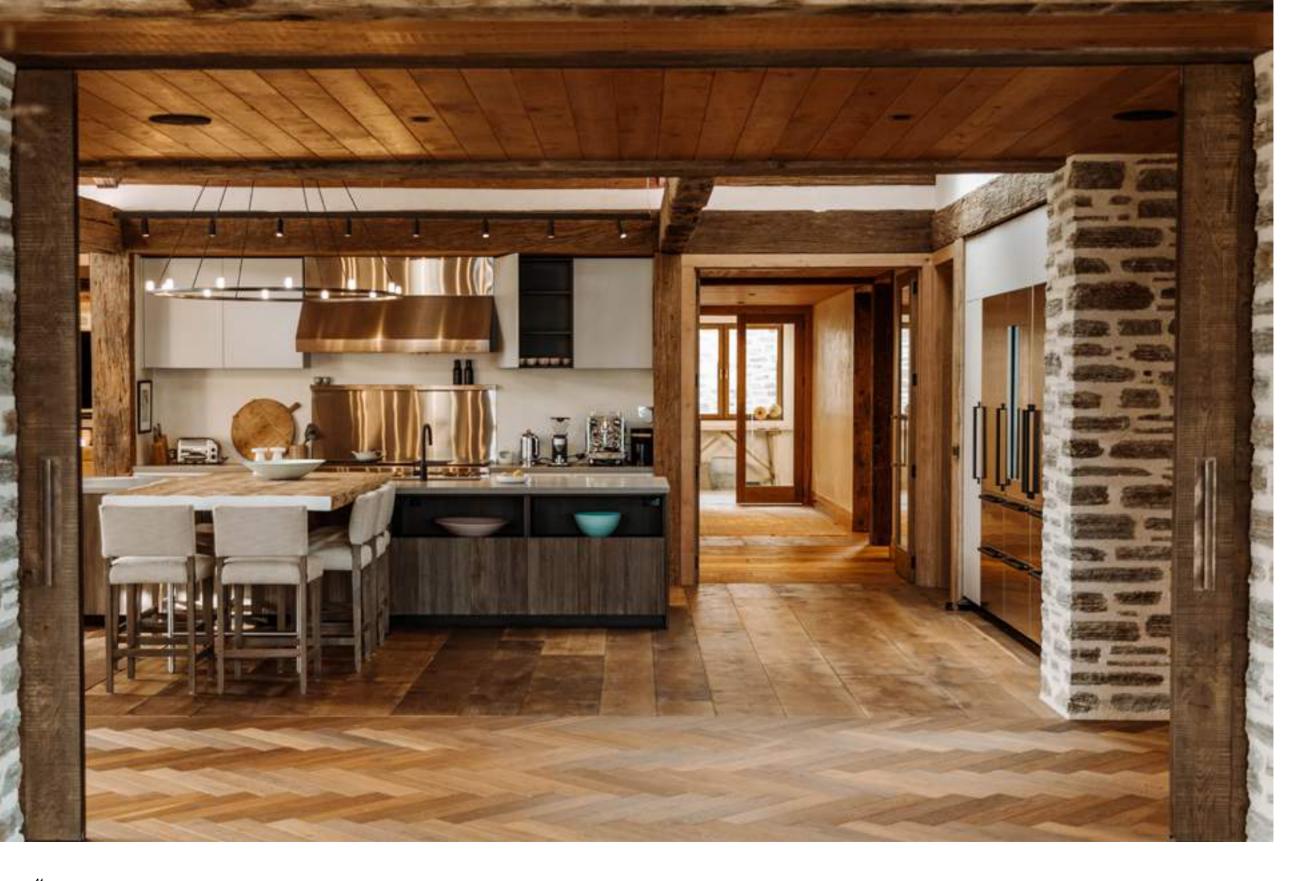








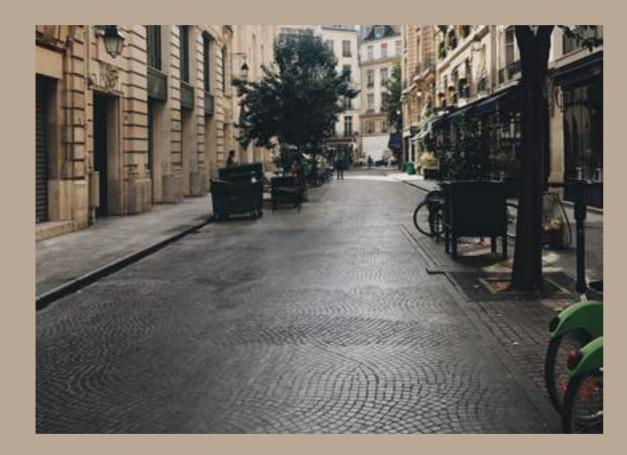






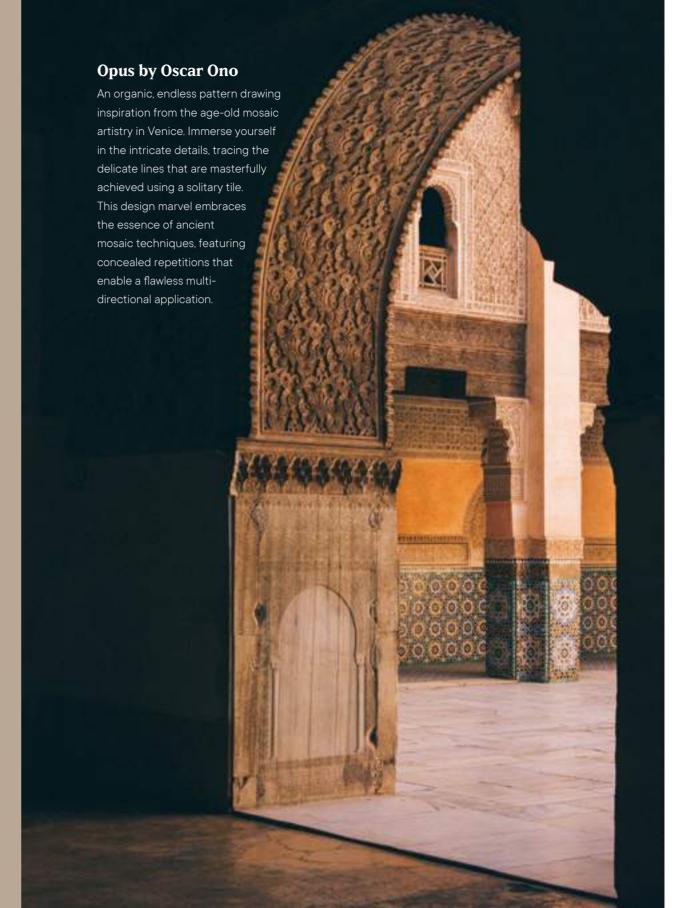
#### Forêt by Oscar Ono

A handmade flooring and wall covering marquetry. Inspired by 19th-century cobblestone streets in Paris, Oscar Ono has spent many years reviving the wondrous tradition and give it a new contemporary life. Discover how you can personalise your own design with the six interchangeable Forêt patterns that are ready to install plank by plank with seamless connection.





Designed by Raphael Navot

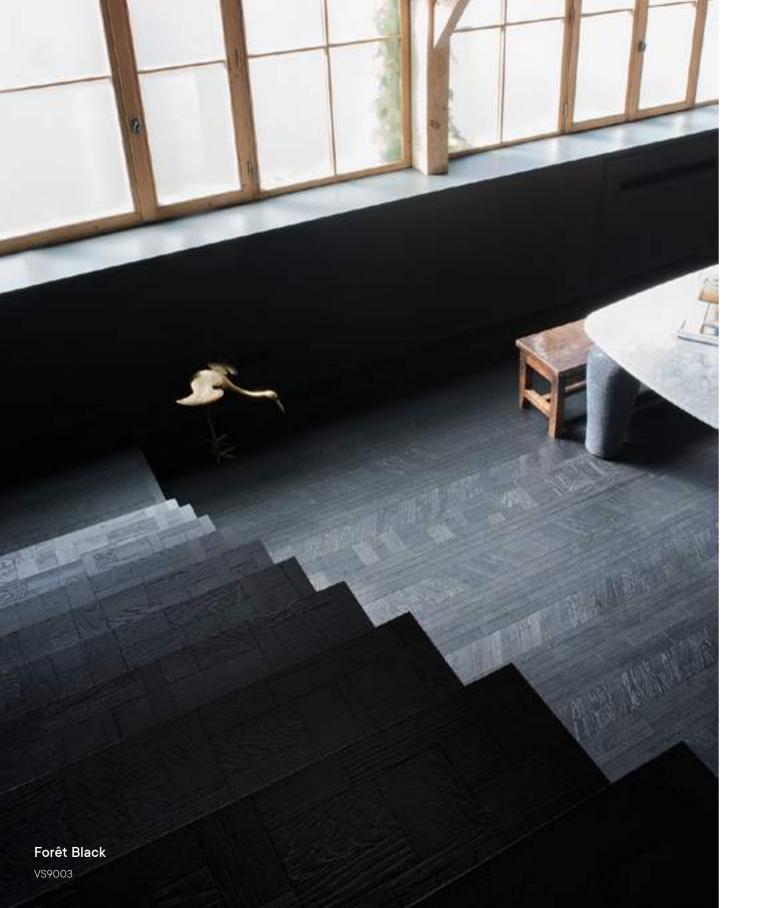














# Douglas Fir Made in Germany Grown in the Black Forest in Germany, and brought to New Zealand by VidaSpace, the unforgettable unique grain structure and seemingly limitless plank lengths are the essence of Scandinavian design. Each piece is meticulously crafted, ensuring that your space is adorned with a truly one-of-a-kind creation, custommade to elevate your surroundings.











# Hand Grade

Made in The Netherlands

Designed to replicate banquet hall flooring from the Middle Ages, this collection is comprised of enormous mixed width planks up to four metres long and nearly half a metre wide. Every board is hand-sculpted and finished by wood artisans, featuring characterful undulating surfaces, natural visual scarring and water marks.









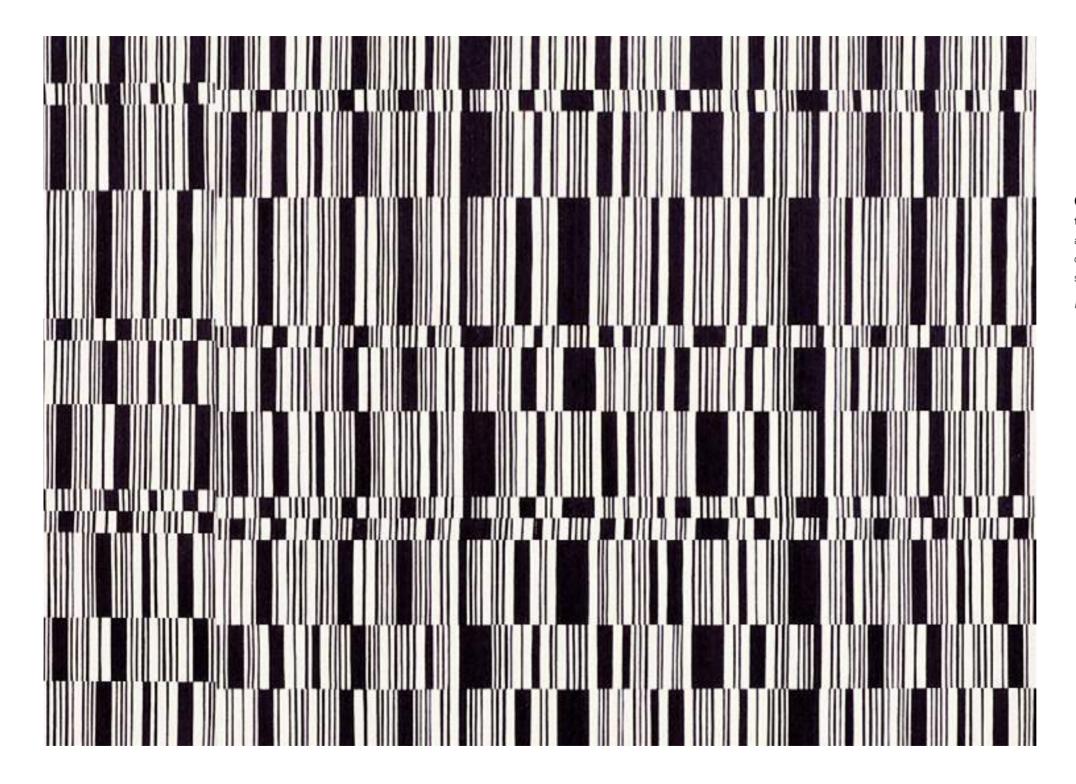






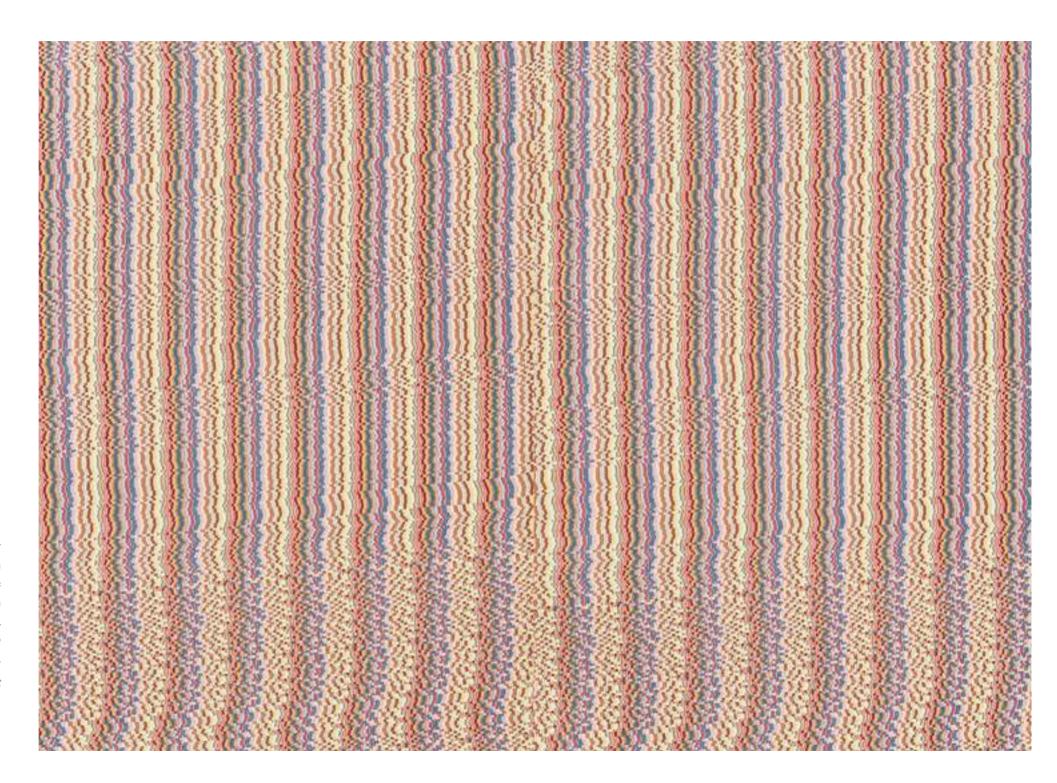
Whakatipu Residence Cassels Green Lake Hayes Road House — Mason & Wales





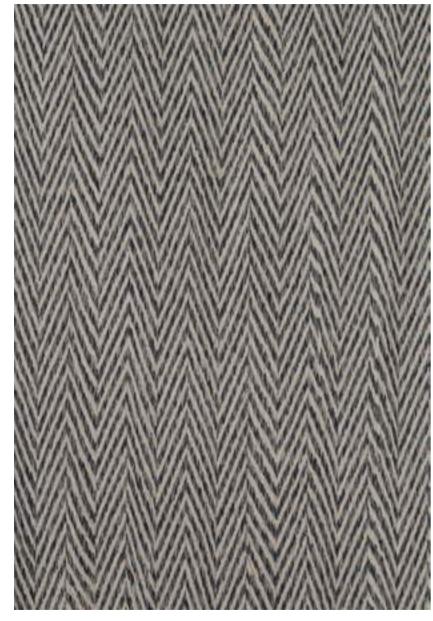
**City Vibes** is inspired by the urban world, by the city context that, due to its nature, is dynamic, always moving; by its vibrations and constant different stimuli following each other without stopping.

Designed by Federica Citterio + Williams Pompei

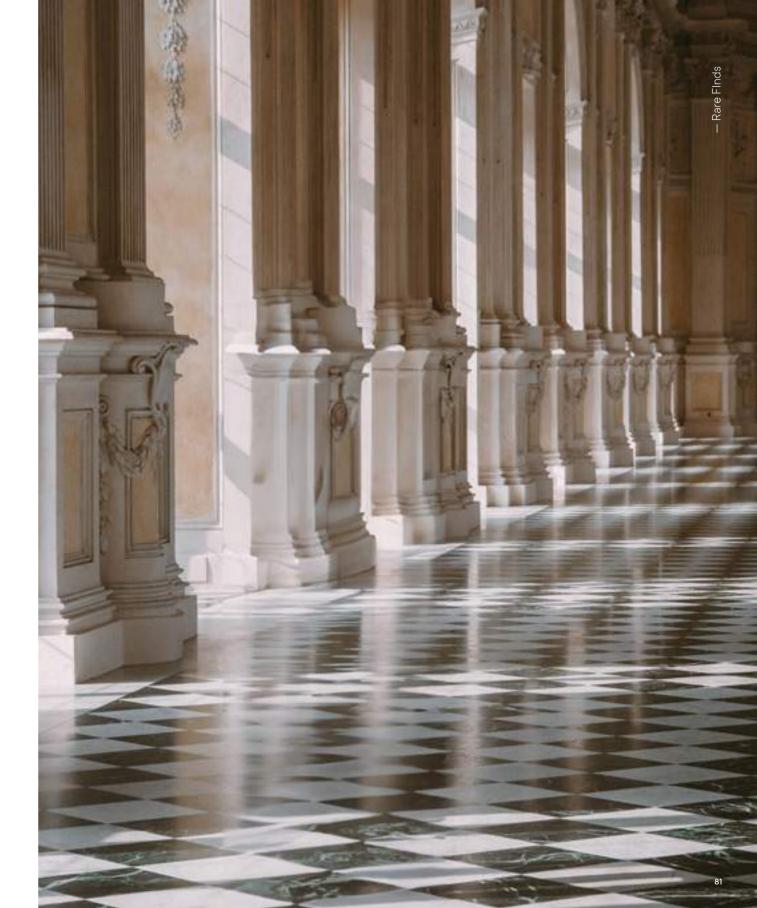


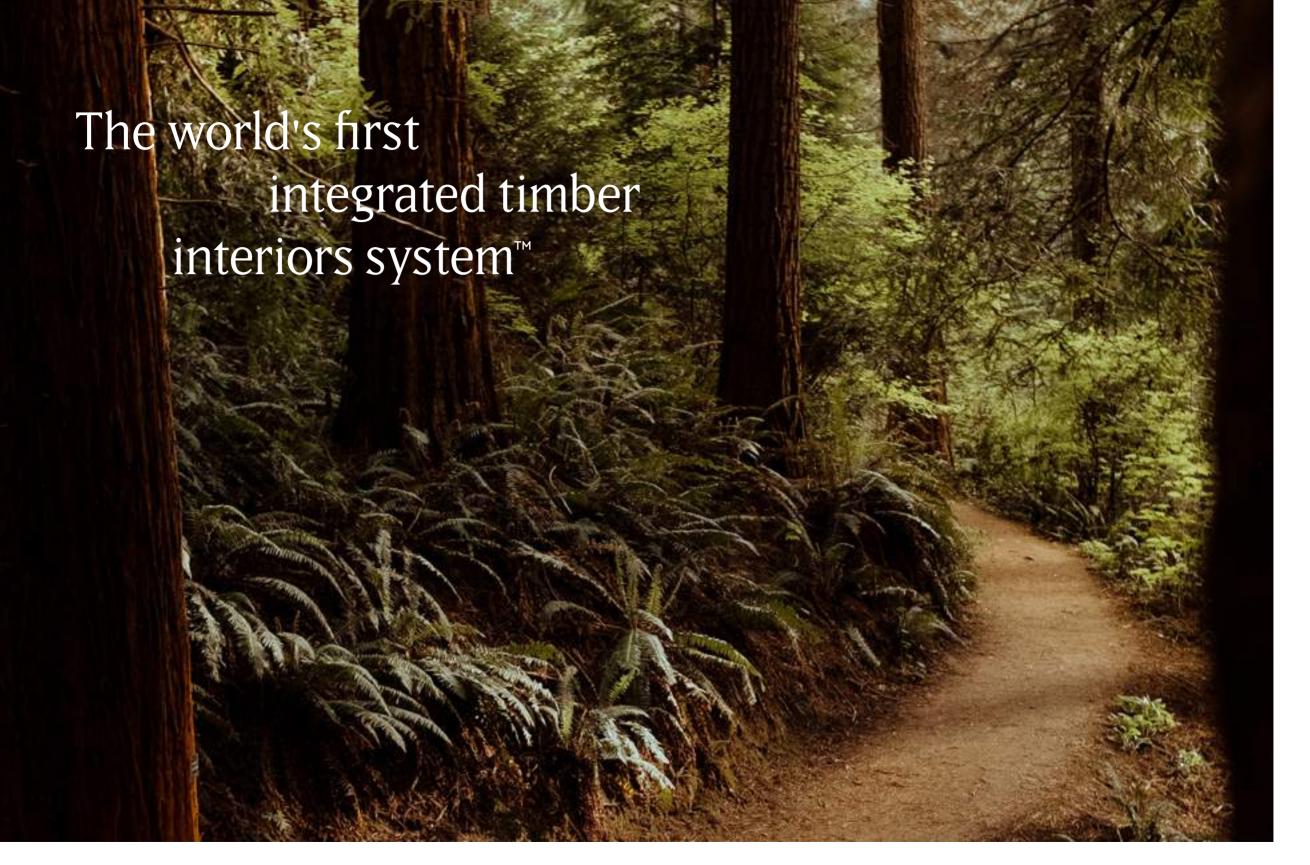
Punto Glitch represents a wood veneer infused with Italian heritage, drawing inspiration from the exquisite art of straw mosaic. Its aesthetic objective is to seamlessly blend the historic Italian technique with contemporary industrial design, echoing the intricate cross-stitch and square stitch patterns reminiscent of that era.

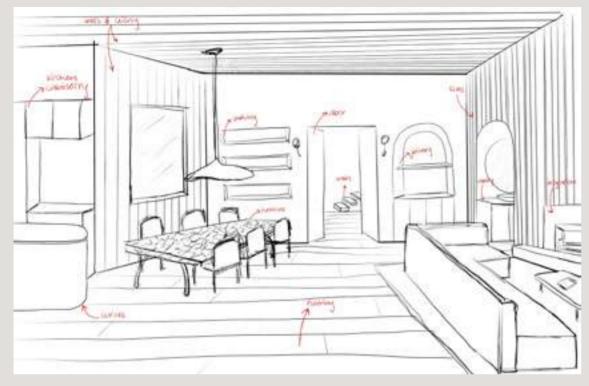
Designed by Clémence Plumelet



**Spiga Herringbone** is a symphony of craftsmanship and design. This iconic pattern, which has long graced textiles, can now infuse interior design with a touch of enduring elegance and charm.











### The Story

The VidaSpace Ecosystem was developed to create a new and unique approach to specifying timber interiors, redefining the traditional designer + supply partner relationship. A fully integrated system of colour, limitless applications, installation systems, and aftercare.

Our EcoSystem is a single resource for all interior is a whole ne timber finishes and accompanying systems. Built on a specification.

'colour-first' methodology, the VidaSpace EcoSystem removes traditional project and time constraints, empowering designers to explore the boundless possibilities of timber in design-led interiors.

Reinforced by leading installation & care systems for continued assurance, the VidaSpace EcoSystem is a whole new way of working with interior timber specification.

## Designed in New Zealand

With an intimate knowledge of the local design industry, the foundations for the VidaSpace Ecosystem are the world-class innovation and design in New Zealand. Designed by us and made for VidaSpace with consideration by our partners in New Zealand, Italy, Belgium, and Denmark. Products and systems specifically developed with the New Zealand market, climate, and conditions in mind, that will last a lifetime in beautiful homes and commercial spaces across Aotearoa.







# VidaSpace EcoSystem

Designed by the VidaSpace Team for New Zealand Designers. The VidaSpace EcoSystem breaks down traditional constraints to achieving consistency across different interior elements, finishes, and systems.



#### VidaColour

Built on the narrative of the raw beauty of New Zealand, inspired by the natural elements that we are fortunately surrounded by and immersed within. From soft coastal tones to dramatic terrain, our unique climatical temperaments and astrological environment, all influenced our team to create the VidaColour range. Developed for our prefinished VidaPlank colour collection, now expanded across all interior applications.



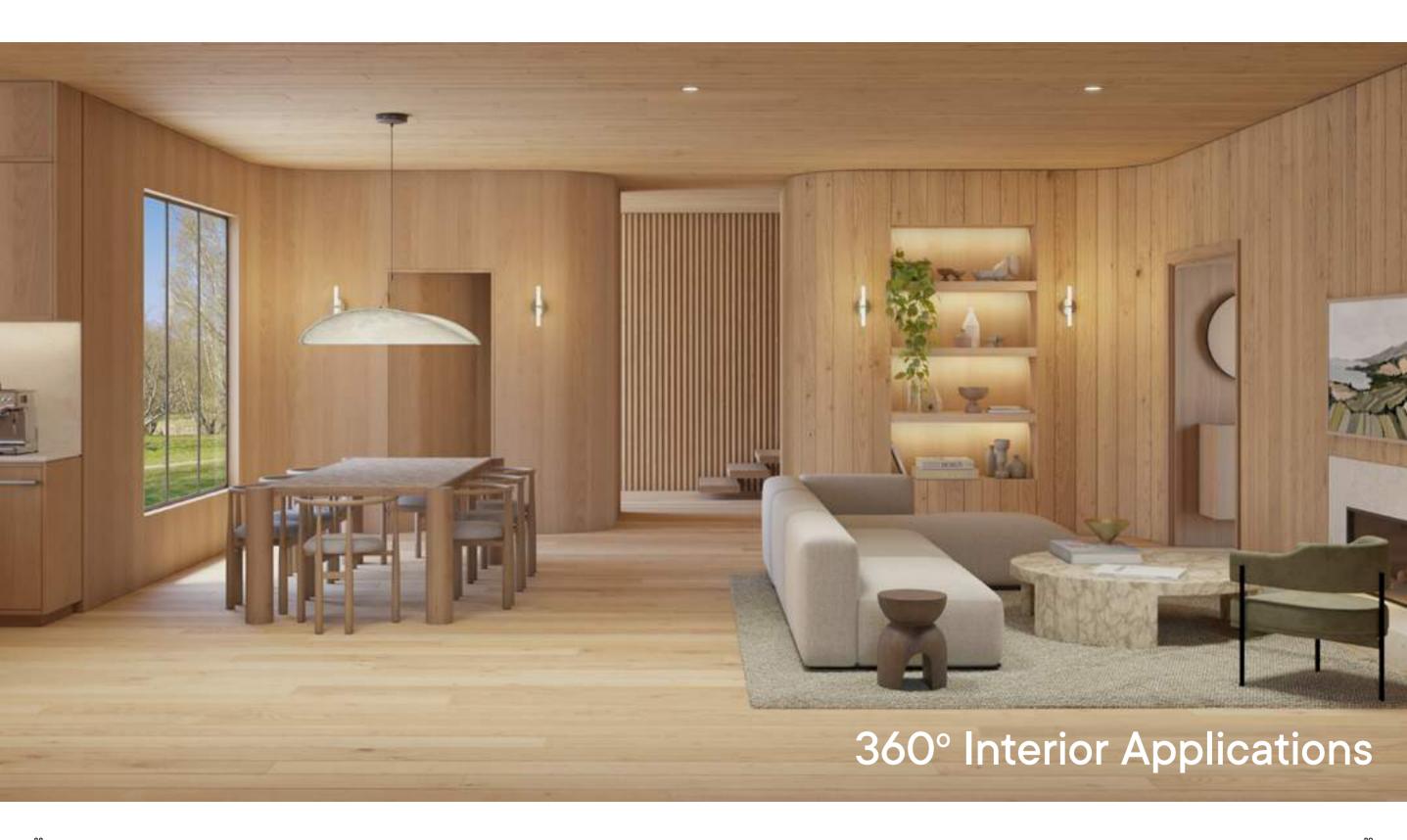
#### 360° Applications

An unrivalled breadth of timber finishes can be selected with our product experts for every interior application. From flooring and staircases, to walls, ceilings, joinery, and beyond.

### **Installation & Care Systems**

To extend the lifetime of your timber interiors, we have developed install and care systems for every application. Throughout the entire journey VidaSpace will support you; from detailing and specification, to installation, and finally utilising the space and caring for your finishes with our lifetime support.







Featuring VidaPlank Lusso



# Kitchens

Featuring Querkus Veneer + VidaColour Stain



— VidaSpace EcoSystem



Stairs

Featuring VidaPlank



Joinery

Featuring Querkus Veneer & VidaPlank



Featuring VidaPlank Fresco



Doors

Featuring Querkus Veneer + VidaColour Stain



# Integrations

Featuring Querkus Veneer + VidaColour Stain



## Curves

Featuring Querkus Flex Veneer + VidaColour Stain



Featuring Querkus Veneer Slats + VidaColour Stain



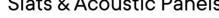
## VidaColour Stains

Designed for colour-matching applications of European Oak components





Peat



Equinox

Obsidian











Flooring & Stairs

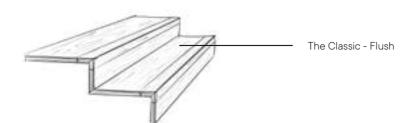
Curves

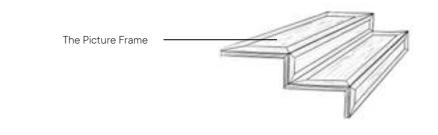
Walls, Ceilings & Joinery

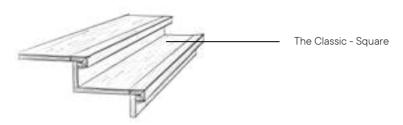
3m

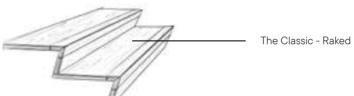
# **Stairs**

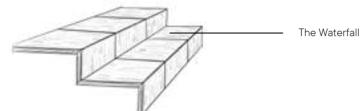
VidaSpace specialise in custom staircase design. Whether your project calls for a standard stair profile or a bespoke design, every staircase created with VidaSpace will be robust, functional, and look seamless.







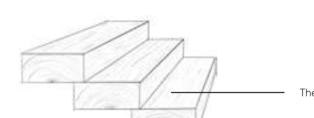


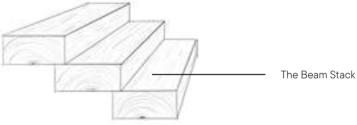


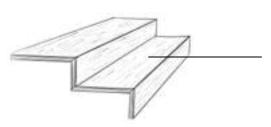


The Border





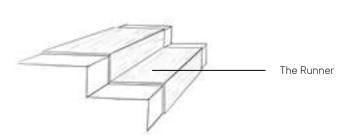


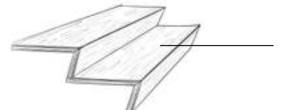


The Seamless - Flush

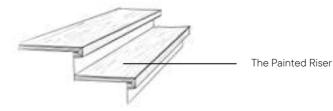


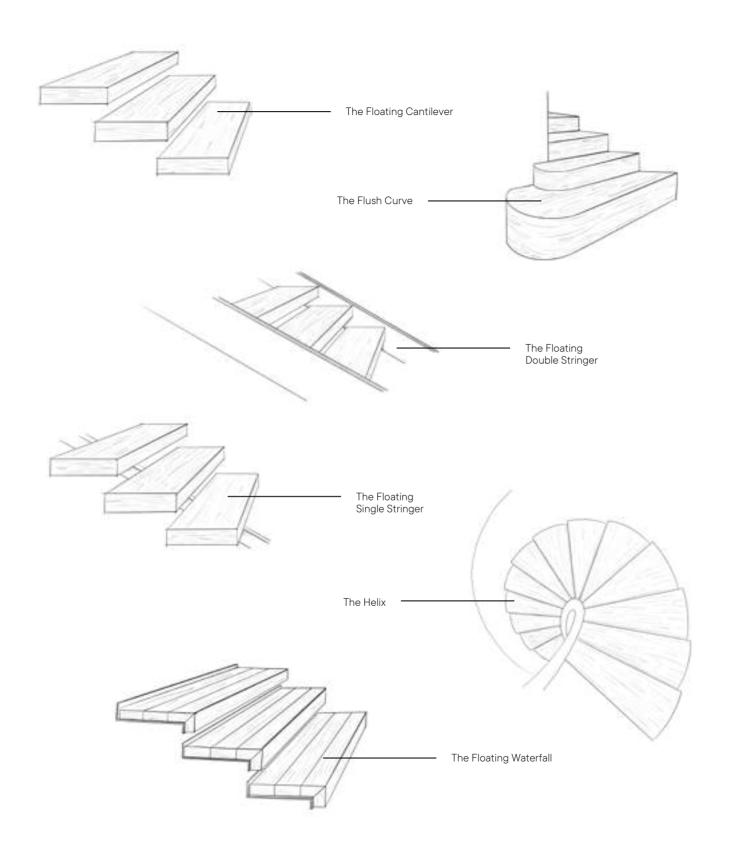
The Seamless - Square





The Seamless - Raked





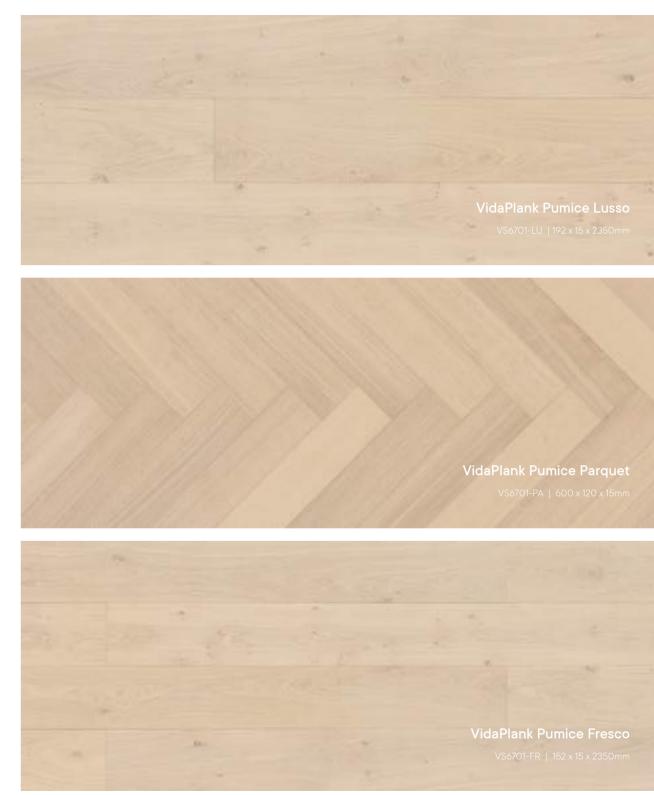
# **Metal Detailing**

Elevate your design with sleek and durable metal trims. These precision-crafted accents seamlessly blend style and functionality. Add a touch of modern sophistication while protecting the edges of your beautiful wood finishes.













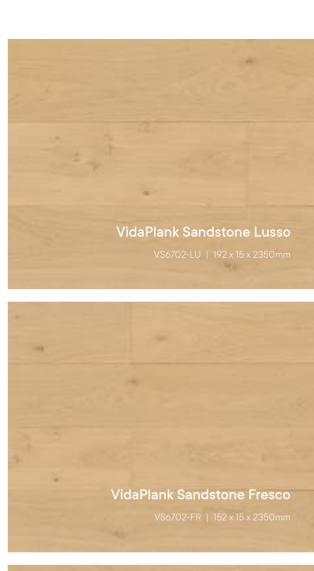


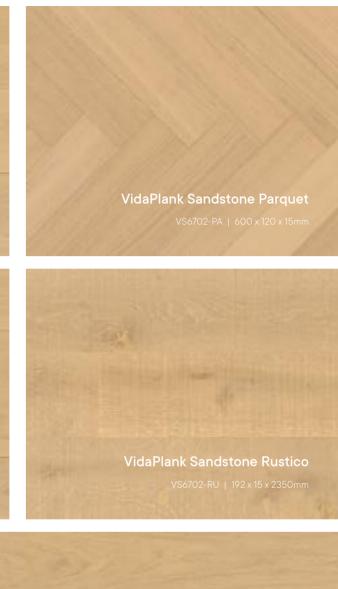


Pumice Stain + Querkus Panel

Pumice Stain + VidaGroove Slat Panel







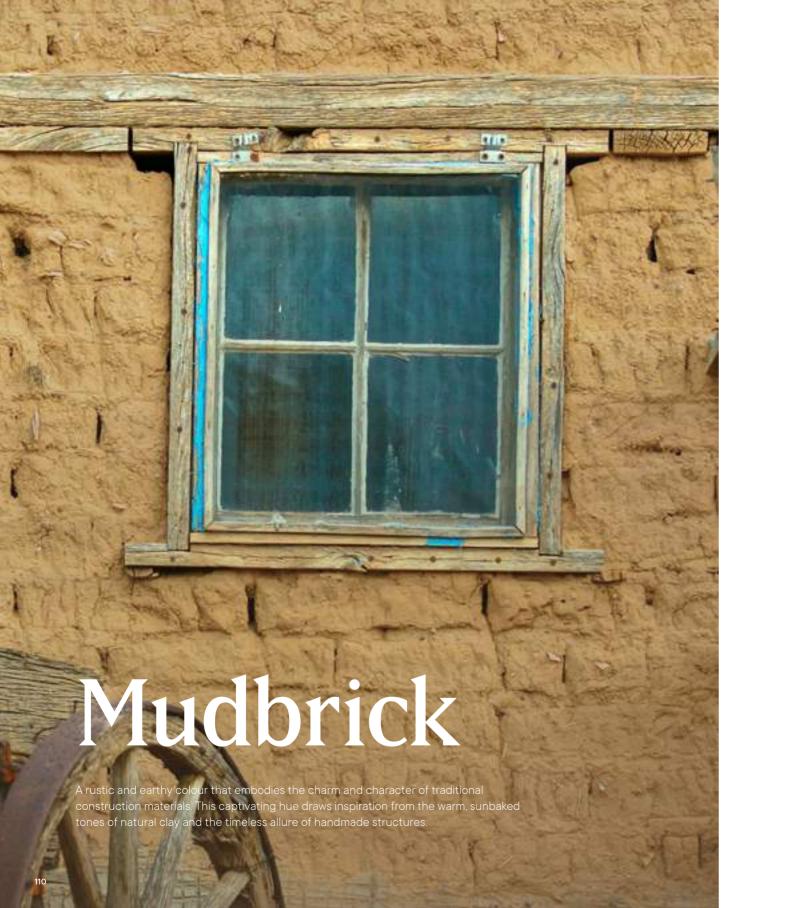




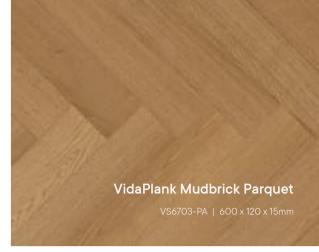


Sandstone Stain + VidaGroove Slat Panel

Sandstone Stain + Querkus Slats







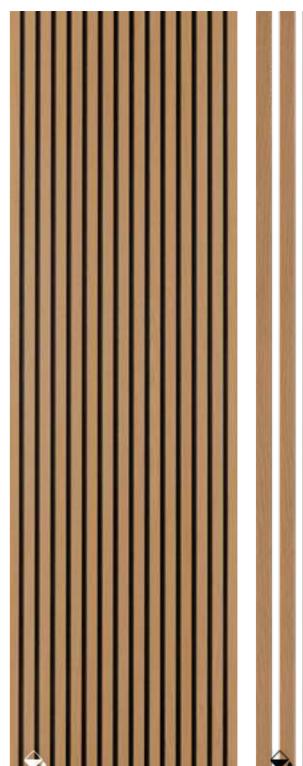


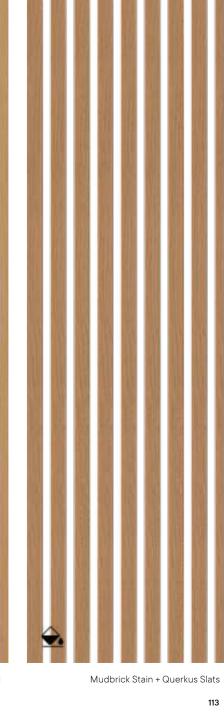








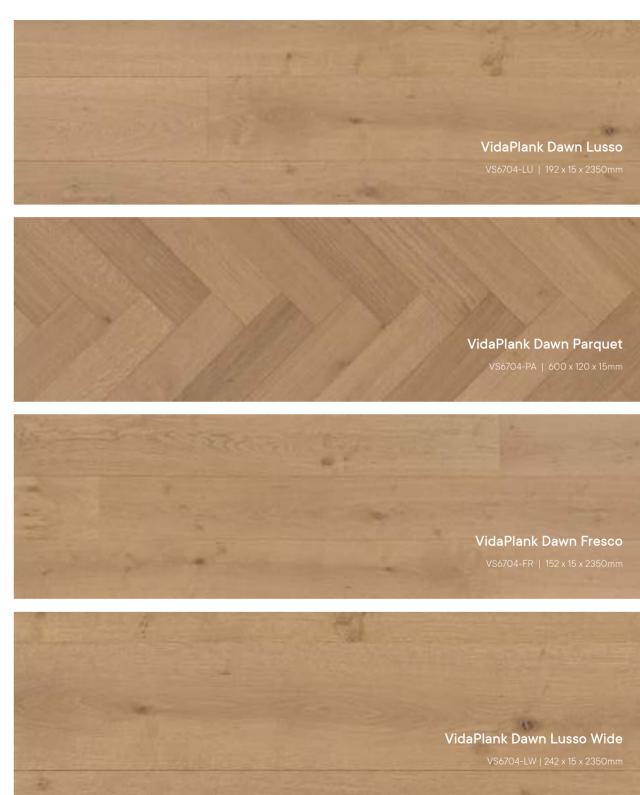




Mudbrick Stain + Querkus Panel

Mudbrick Stain + VidaGroove Slat Panel











Dawn Stain + VidaGroove Slat Panel

Dawn Stain + Querkus Slats











Mist Stain + Querkus Panel

Mist Stain + VidaGroove Slat Panel

Mist Stain + Querkus Slats









JC Residence — Emma Hoyle Interiors

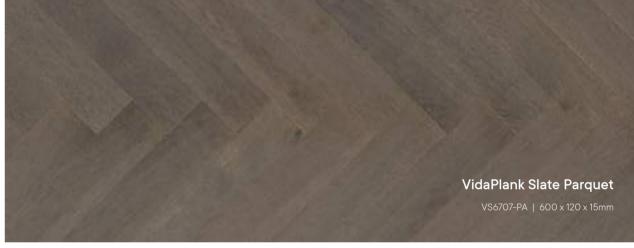
Haze Stain + Querkus Panel

Haze Stain + VidaGroove Slat Panel

Haze Stain + Querkus Slats



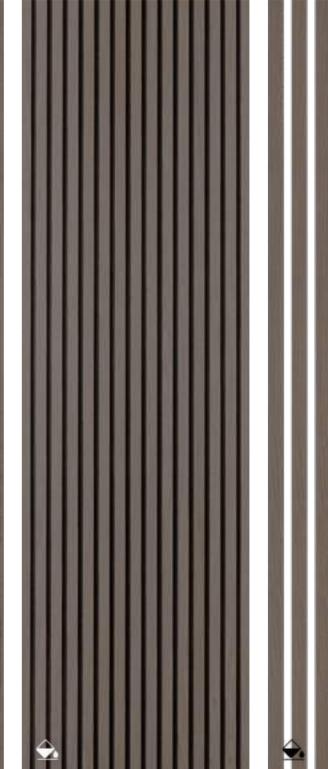








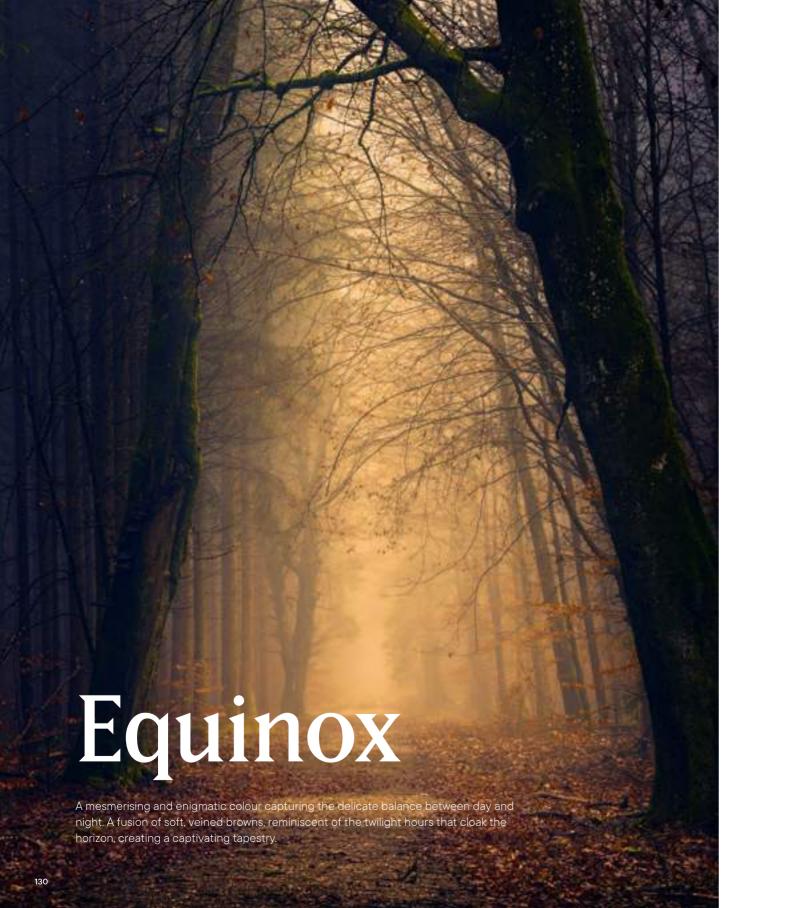


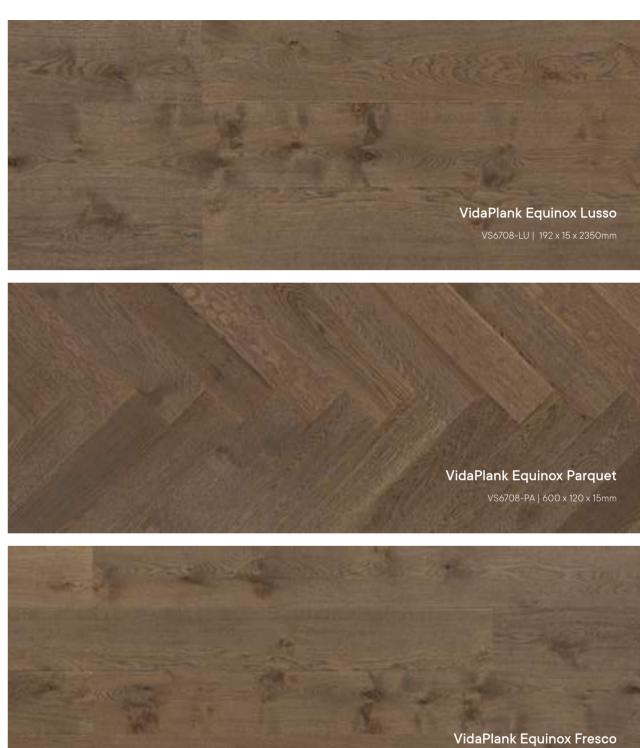


Slate Stain + Querkus Panel

Slate Stain + VidaGroove Slat Panel

Slate Stain + Querkus Slats





VS6708-FR | 152 x 15 x 2350mm



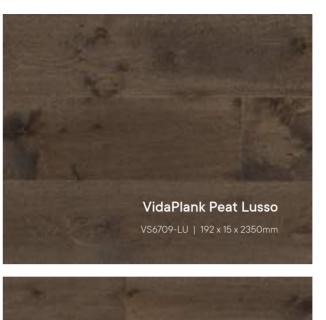


Equinox Stain + Querkus Panel

Equinox Stain + VidaGroove Slat Panel

Equinox Stain + Querkus Slats









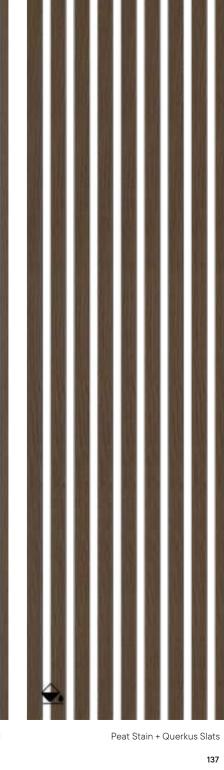








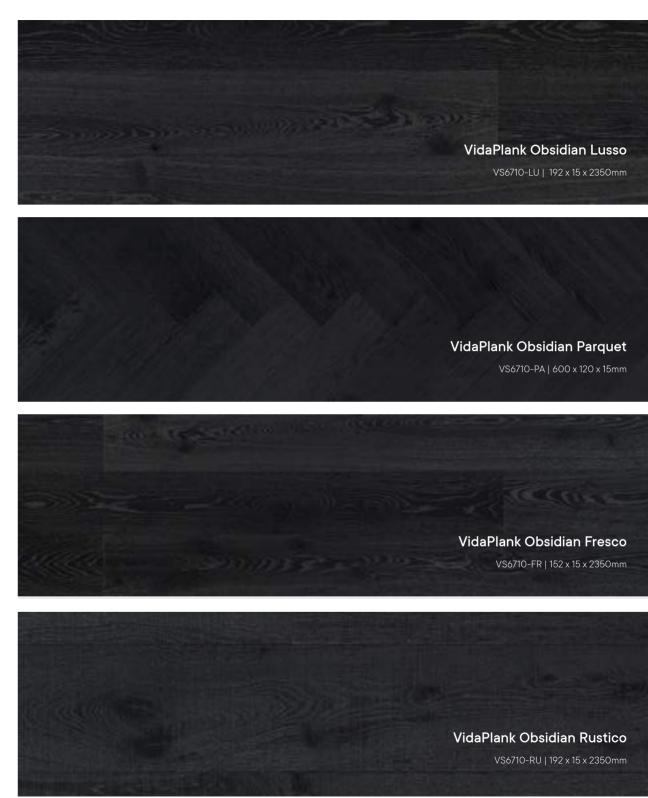


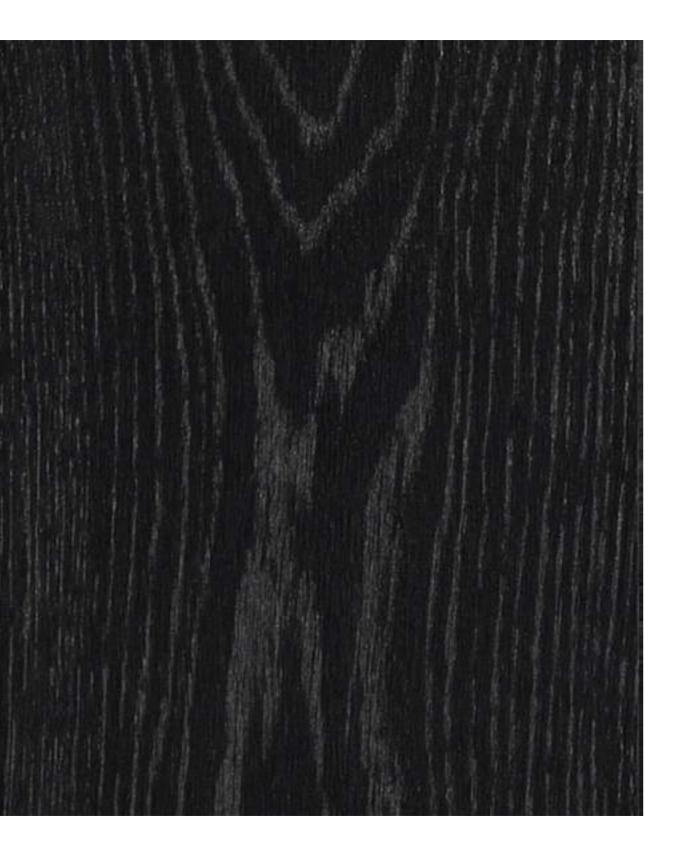


Peat Stain + Querkus Panel

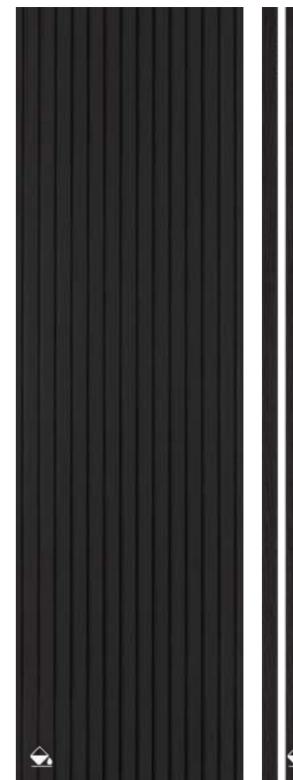
Peat Stain + VidaGroove Slat Panel

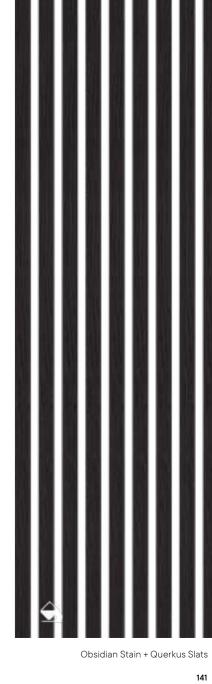










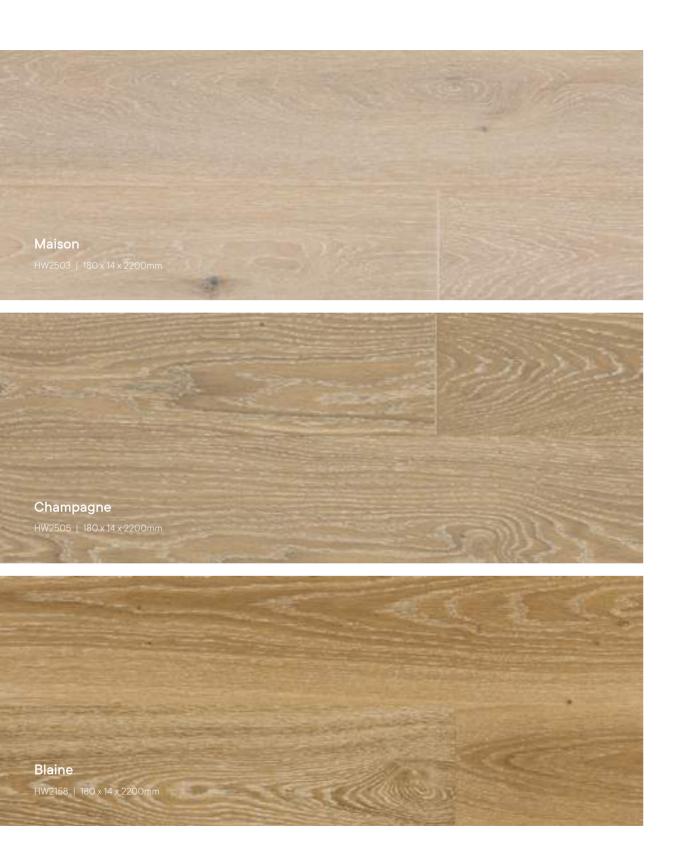


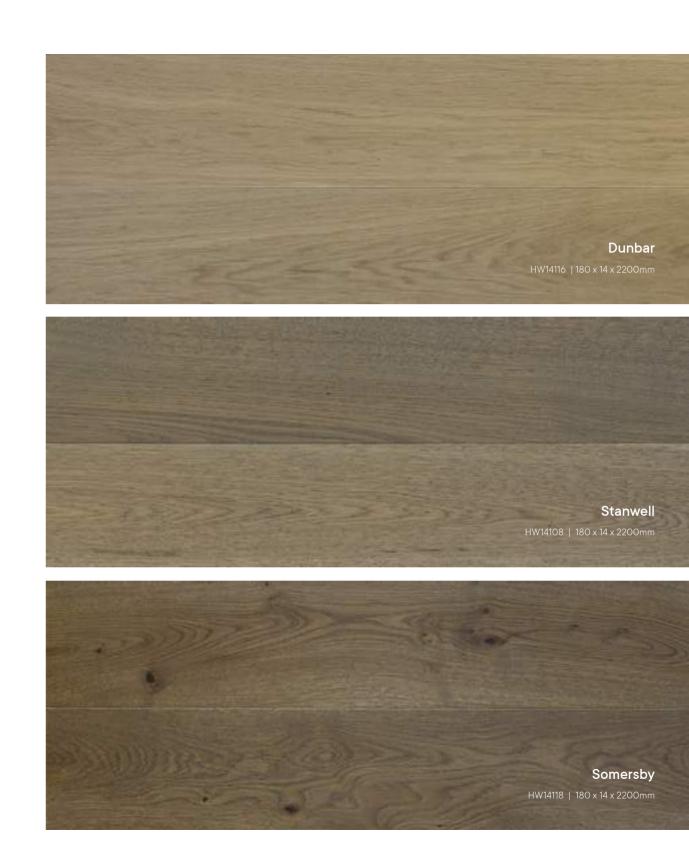
Obsidian Stain + Querkus Panel

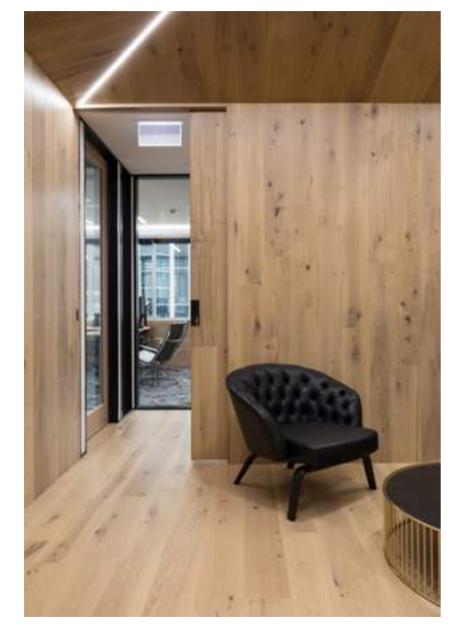
Obsidian Stain + VidaGroove Slat Panel











LPF Offices — Godward Designspace

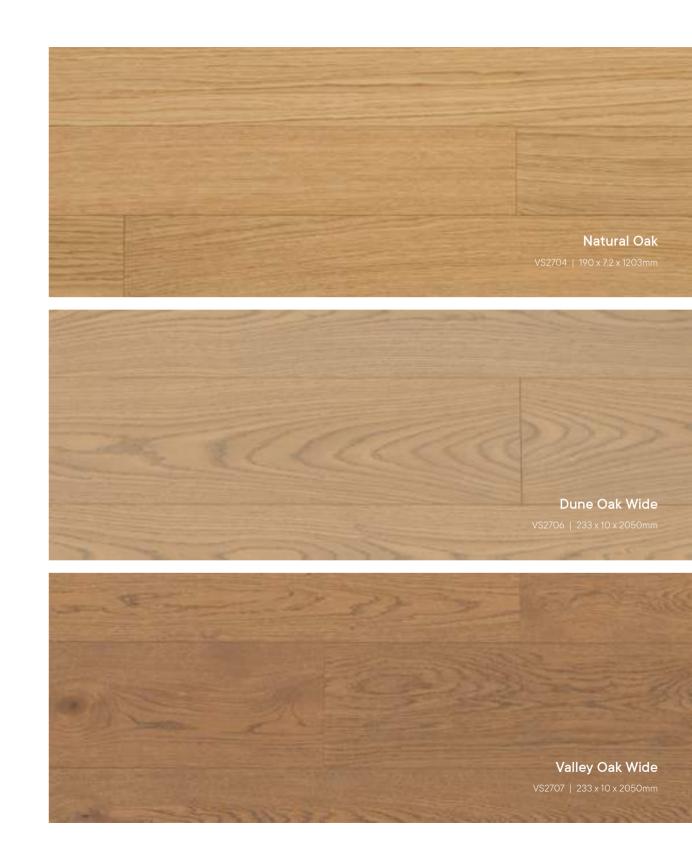






# Parky















Inspace Showroom — Kathrine McDonald Design









# Shinnoki Applications

## Curves

Elevate your design and add curved detail and elements using Shinnoki Flex sheets. These prefinished, flexible 1mm thick sheets open up a world of innovative fluidity.



## Kitchens

Shinnoki offers a sophisticated and functional solution for enhancing kitchen aesthetics and functionality. When it comes to kitchens, the choice of materials is crucial, as this space is not only a culinary hub but also a central gathering point in many homes. Scratch and fingerprint resistant, Shinnoki's versatility even extends to seamlessly incorporating integrated appliances, allowing for a sleek and cohesive kitchen design.



# Slats

Shinnoki Slats offer the freedom to explore countless design possibilities. Maximise your creative potential by utilising matching prefinished slats for feature walls and ceilings, islands, counter fronts, moulding and border detailing, space dividers, and more.



# Joinery

From floating open shelving, curved surfaces, custom furniture, to sharknose edged cabinet doors and drawer fronts, Shinnoki offers the flexibility and options needed to bring your joinery designs to life with style and precision. With matching edging up to 48mm wide in both ABS and timber formats, Shinnoki empowers you to execute your joinery designs with meticulous attention to detail.

# Walls & Ceiling

Shinnoki panels make for perfect wall and ceiling linings, in conjunction with our EcoSystem panel clip systems. Whether you're transforming a residential or commercial space, the seamlessness and exceptional durability of Shinnoki panels ensures a flawless installation that stands the test of time.



# Doors

Enhance your interior and opt for Shinnoki internal doors, manufactured using Shinnoki Door Skins. Shinnoki door capabilities include commercial fire doors.

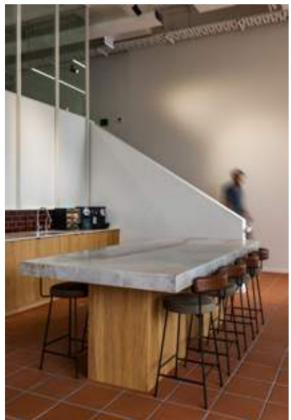












Stark Property - IT Partners — King & Co









Mead Residence Rowson Kitchens



Waipa Architectural Build — Matt South

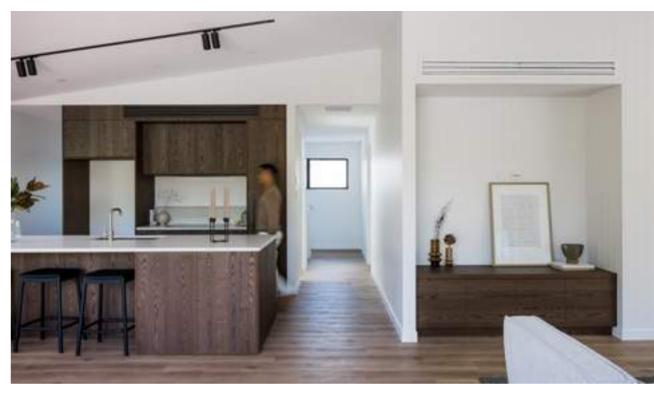












Seddon House — RMI Interiors



Rangitahi Bach — Edwards White Architects







Raven Oak











Gilbert St Home — Rowson Kitchens



# **Querkus Applications**

# Curves

Querkus Flex sheets can be utilised in your design to achieve curved elements. Whether you wish to achieve soft and gradual arcs, or tighter curves, Querkus Flex offers figurative and literal flexibility.



# Kitchens

Elevate your kitchen design with the natural beauty and warmth of Querkus veneer. With full customisation possibilities of texture, grade, colour, and sheet sizes, create a truly one-of-a-kind kitchen using Querkus. The allure of nature and the convenience of integrated appliances come together effortlessly.



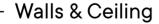
# Slats

Utilise matching Querkus Slats for feature walls and ceilings, islands, counter fronts, moulding and border detailing, space dividers, and more.



# Joinery

Querkus provides an array of possibilities to bring your joinery designs to life with both style and precision. The versatility and customisation options offered by Querkus, with matching textured edging, empowers you to achieve seamless and refined finishes that truly stand out.



Querkus panels used in conjunction with our EcoSystem panel clip systems make for impeccable wall and ceiling linings. With the ability to stain Querkus any colour you like, seamless design is at your fingertips.



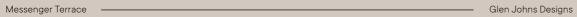
# Doors

Heighten the elegance of your interior by choosing custom-made European Oak internal doors, crafted by using Querkus Door Skins. Querkus door capabilities include commercial fire doors.











Waiheke Island Residence — Carlielle Kitchens



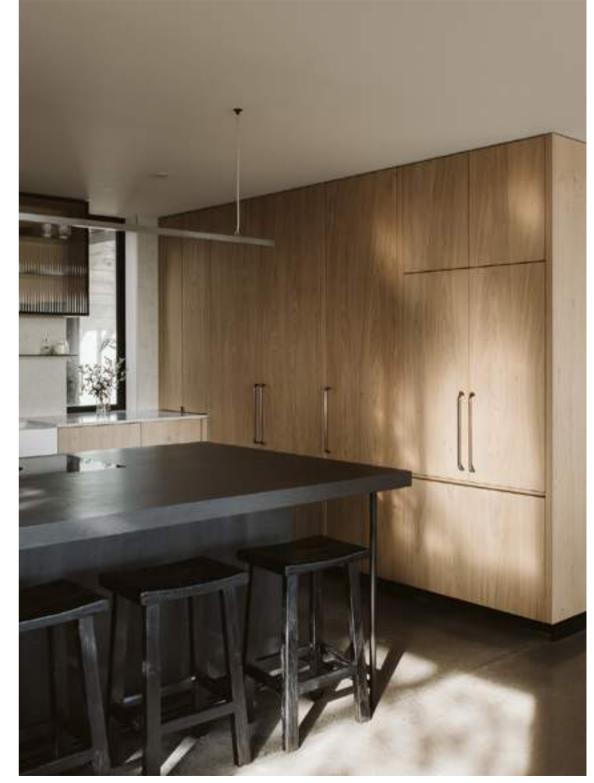






Queenstown Hotel ----





Messenger Terrace — Glen Johns Deisgn







New Plymouth House \_\_\_\_\_\_ Rowson Kitchens





——— Shelley Ferguson

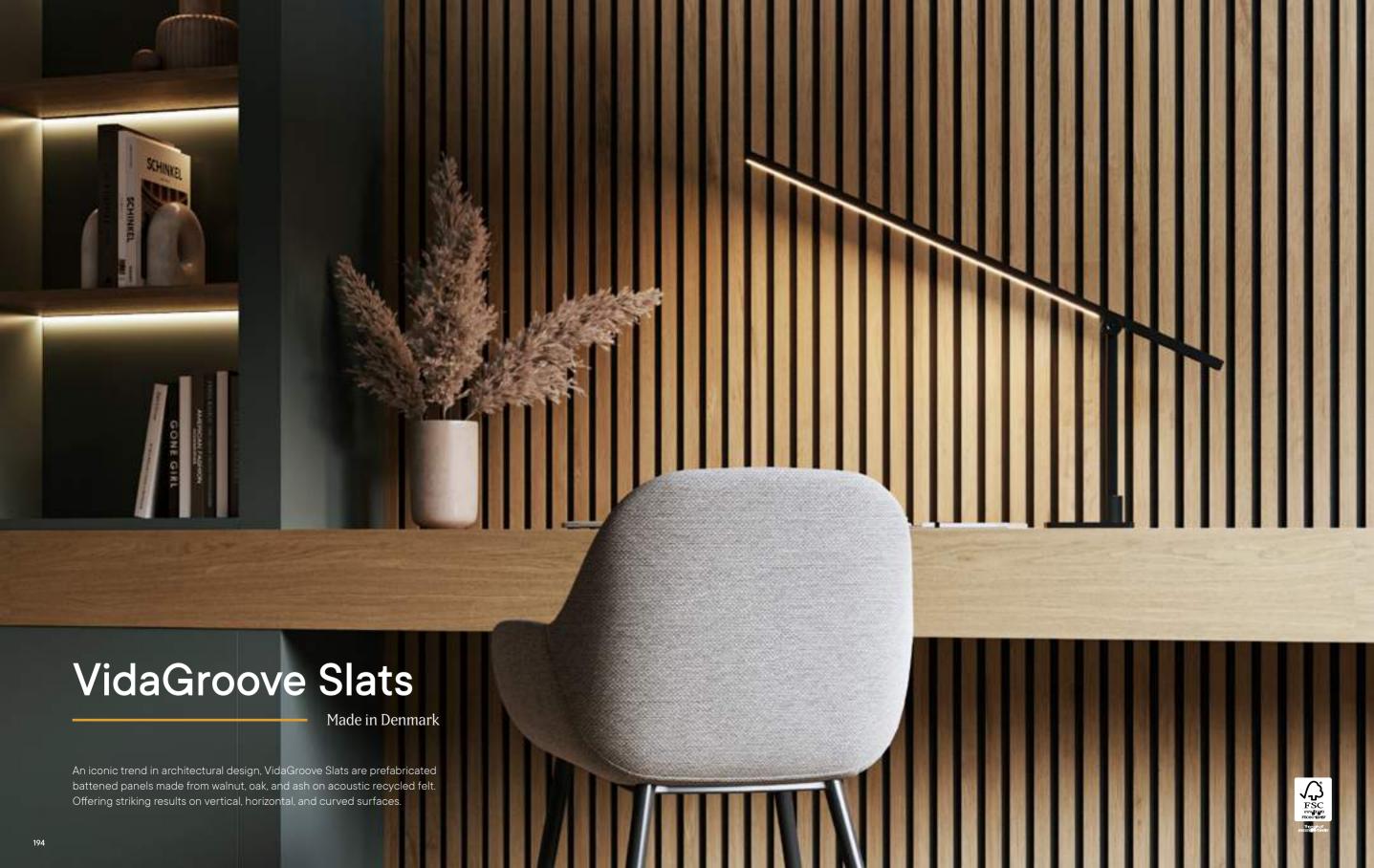
Waimana Residence ———

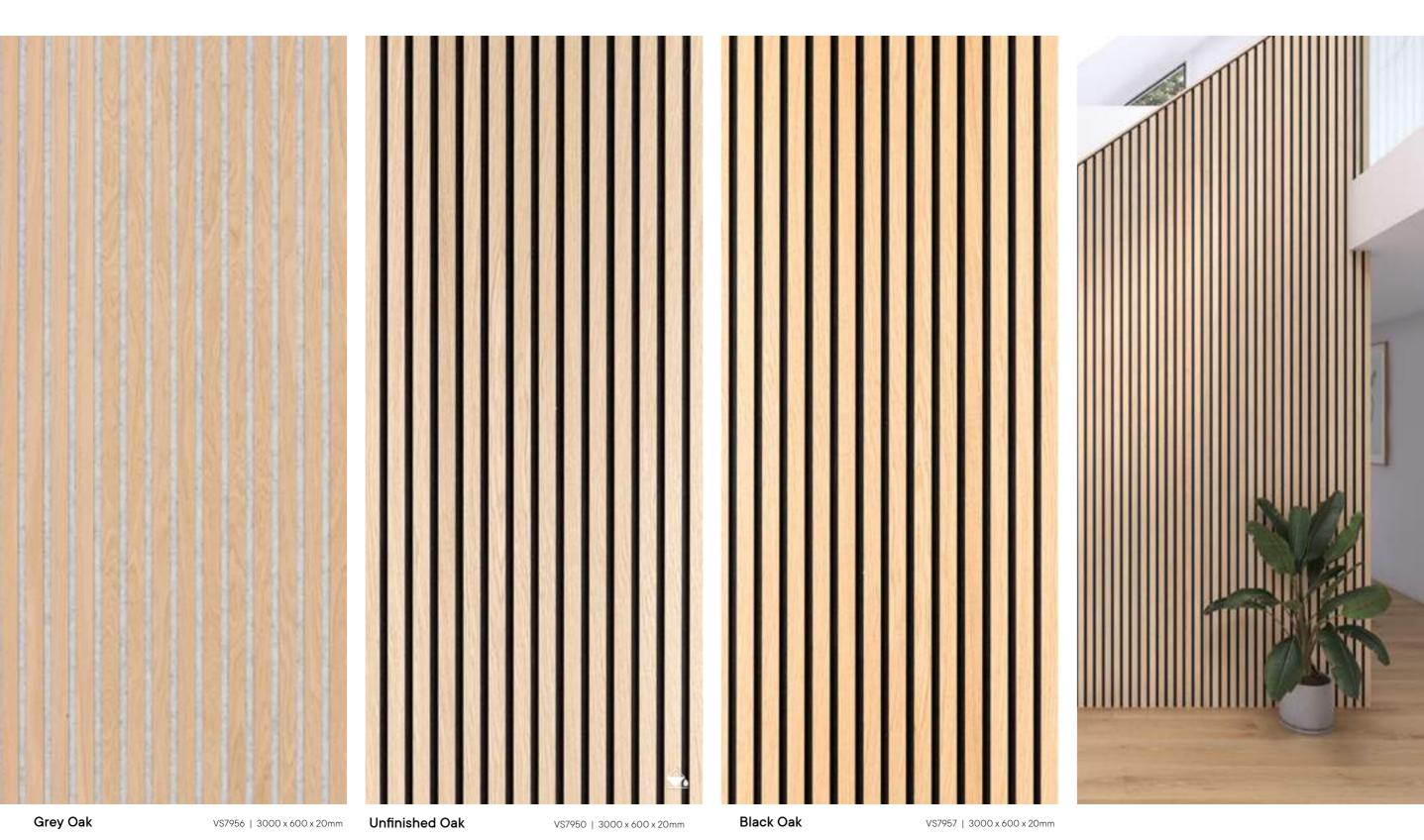


Birch Park ————— Bespoke Interior Design



Upper Watt Residence Seear-Budd Ross











Black Walnut











Private Residence







# Sample Service



Samples + Sample Kits

We offer a seamless sample service including hand samples and a comprehensive library support system for industry professionals. Order directly from our website.



Veneer Fan Decks

Large Swatches of our Prefinished & Unfinished Veneers.
Order directly from our website.





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