



QUBICA**AMF**
HARMONY COLOR CONCEPTS



Harmony in Color

When we began working on the Harmony Furniture Line, we knew the importance the use of color plays in creating a commercial furniture line that entices customers to stay longer, socialize more, eat more, relax or be more competitive.

We interviewed numerous designers and color experts. During this process we met Mr. Massimo Caiazzo, Designer, Color Consultant and Vice President of Italy’s IACC (International Association of Color Consultants/Designers) International Committee, the oldest international association of color designers.

We soon began working with Mr. Caiazzo to create various color palettes for the interior and furnishings of a bowling or entertainment facility. This was a complex and challenging project. It required analyzing each area of a bowling facility—the reception, restaurant, concourse, settee and lane areas—and then creating specific color climates based on the activities that take place in each area.

The impact of color on people who go to a bowling center is total and can dramatically affect the qualitative perception of the “bowling experience.” In an environment so rich in sensory stimuli (light, sound, movement), as a bowling facility, it is important to highlight the most prominent features of furniture by virtue of their function. The ultimate goal is to ensure that people who decide to spend time in a bowling center feel at ease in an environment that at the same time entertains, helps them to socialize, stimulates competition—but most of all, entices them to come back.

Born in Naples, Italy in 1966, Massimo Caiazzo lives and works in Milan. He worked at Atelier Mendini, a large graphic, interior and architectural design firm, for over 25 years up until 2006. Mr. Caiazzo is also a professor at the Department of Fashion Design of the New Academy of Fine Arts (NABA) in Milan, teaches at the Domus Academy, Polytechnic School of Design and also teaches advanced training courses organized by IACC, of which he is President and Coordinator.



Colorful, Visual Appeal

With the Harmony Line from QubicaAMF, it’s never been easier to complement the style and atmosphere of your entire center with coordinating furniture, masking graphics and ball returns.

Investing in the color concept allows you to:

- give your center a value that will make the facility “come to life”
- choose the color(s) that is right for the each space
- compensate for issues related to artificial lighting with the appropriate selection of colors

And, you get all of these benefits with no incremental cost.

Choose from 12 Expert Color Concepts

Each “expert” color concept is a combination of different colors of Harmony furniture elements and hoods that delivers consonance and order, helping you to create the right look, whatever is the furniture layout that you envision for your center. Whether doing this project in-house or working with an architect or designer, there’s a Harmony color combination to help you create just the right look—without starting from scratch.

Take advantage of our Color concepts and the job will be easier for you or any other facility design partners working with you.



Pop
Rock & Roll
Soundtrack

Evoke feelings of:
energy, speed, fun and games

The coexistence of the warm and cool colors creates movement resulting in an environment that is informal, contemporary and promotes socialization. This palette appeals to the younger generation and to families with children, and is specifically designed for environments where multiple recreational amenities are offered.



POP



UPHOLSTERY BACK
Buff



UPHOLSTERY SEAT
Iris



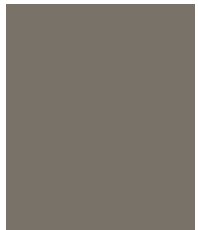
UPHOLSTERY ACCENT
Kilimanjaro



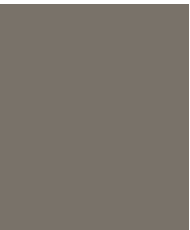
SOFA BASE
Slate



TABLE TOP
Bittersweet



SHELF TOP
Greige



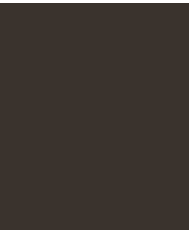
CURVED LEG
Greige



HARD SEAT BENCHES
Royal Blue



HARD CHAIRS
Royal Blue



T-MOLD
Slate



Rock&Roll



UPHOLSTERY BACK
Shale



UPHOLSTERY SEAT
Sprite



UPHOLSTERY ACCENT
Chervil



SOFA BASE
Slate

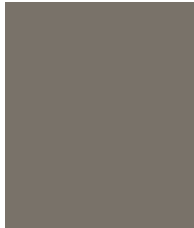
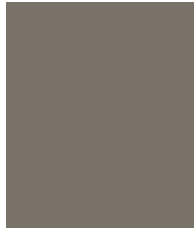


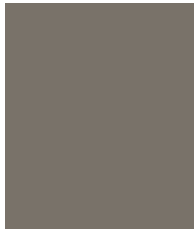
TABLE TOP
Greige



SHELF TOP
Greige



CURVED LEG
Navajo Red



HARD SEAT BENCHES
Greige



HARD CHAIRS
Navajo Red



T-MOLD
Navajo Red



Rock & Roll



Soundtrack



UPHOLSTERY BACK
Buff



UPHOLSTERY SEAT
Fudge



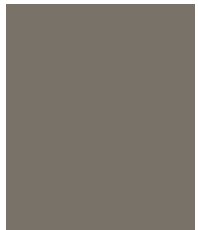
UPHOLSTERY ACCENT
Seville



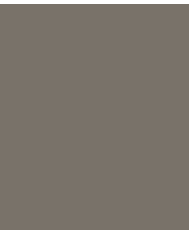
SOFA BASE
Slate



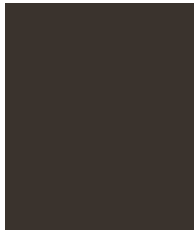
TABLE TOP
Wisconsin Oak



SHELF TOP
Greige



CURVED LEG
Greige



HARD SEAT BENCHES
Slate

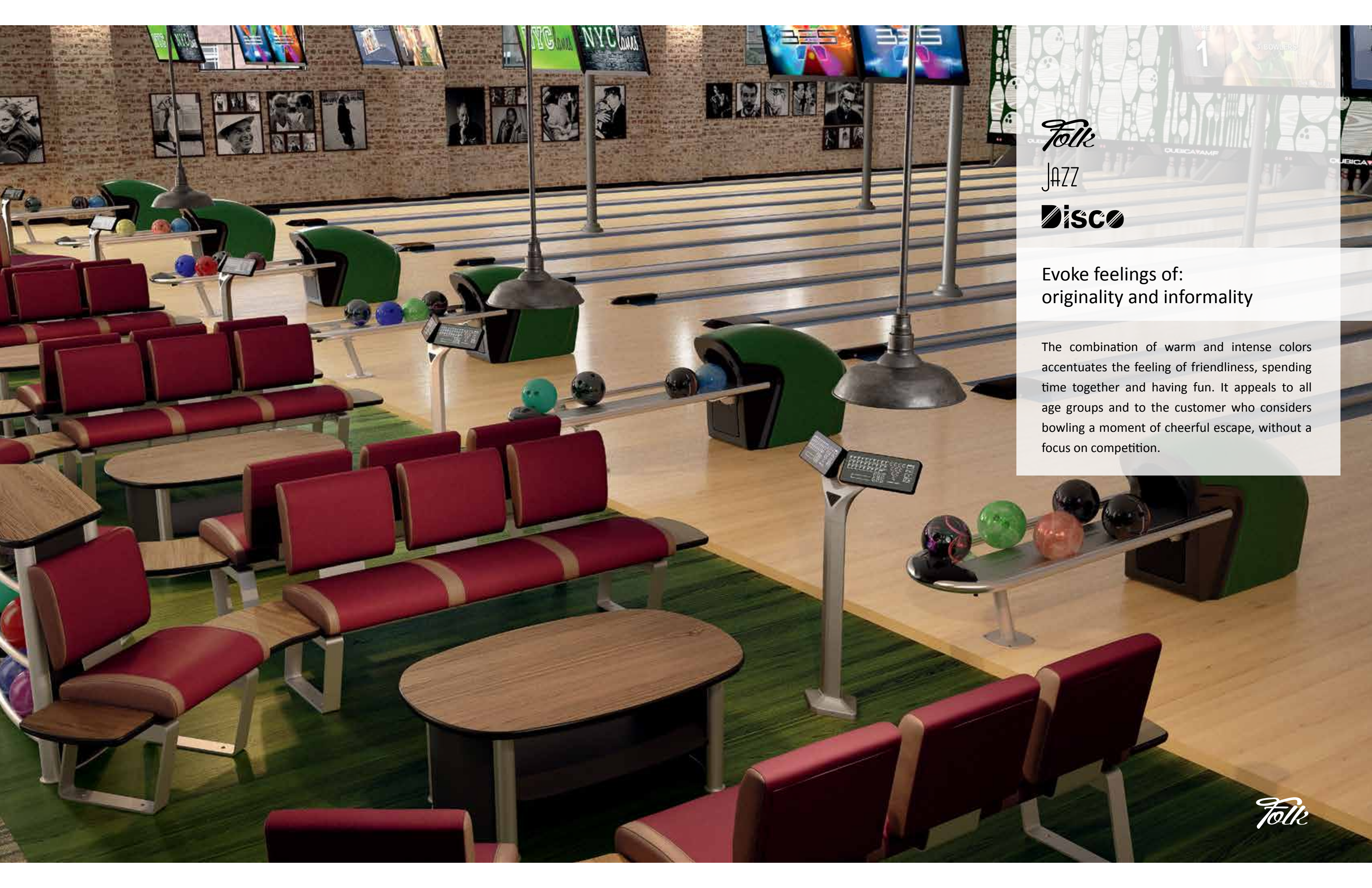


HARD CHAIRS
Bittersweet



T-MOLD
Bittersweet





Folk
JAZZ
Disco

Evoke feelings of:
originality and informality

The combination of warm and intense colors accentuates the feeling of friendliness, spending time together and having fun. It appeals to all age groups and to the customer who considers bowling a moment of cheerful escape, without a focus on competition.

Folk



Folk



UPHOLSTERY BACK
Flamenco



UPHOLSTERY SEAT
Flamenco



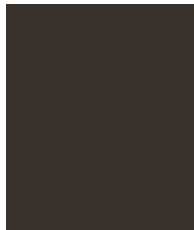
UPHOLSTERY ACCENT
Plum Dusk



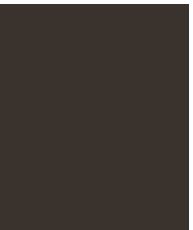
SOFA BASE
Slate



TABLE TOP
Wisconsin Oak



SHELF TOP
Slate



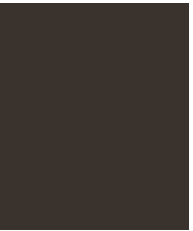
CURVED LEG
Slate



HARD SEAT BENCHES
Wisconsin Oak



HARD CHAIRS
Wisconsin Oak



T-MOLD
Slate



JAZZ



UPHOLSTERY BACK
Dijon



UPHOLSTERY SEAT
Dijon



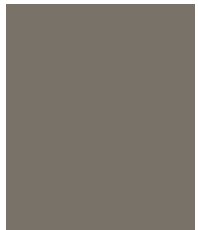
UPHOLSTERY ACCENT
Portobello



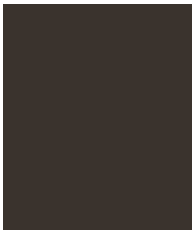
SOFA BASE
Slate



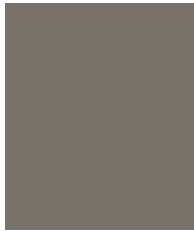
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Jewel Mahogany



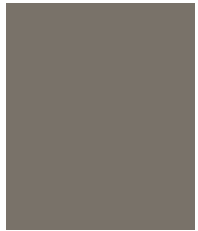
SHELF TOP
Greige



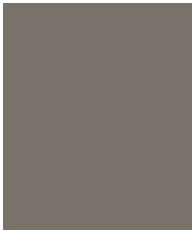
CURVED LEG
Slate



HARD SEAT BENCHES
Greige



HARD CHAIRS
Greige



T-MOLD
Greige



UPHOLSTERY BACK
Grape



UPHOLSTERY SEAT
Grape



UPHOLSTERY ACCENT
Wisteria



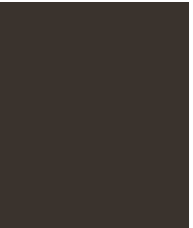
SOFA BASE
Slate



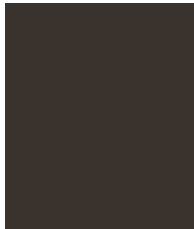
TABLE TOP
Navy Blue



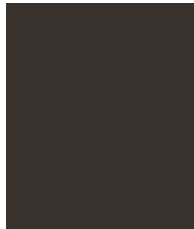
SHELF TOP
Navy Blue



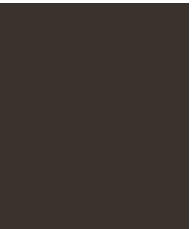
CURVED LEG
Slate



HARD SEAT BENCHES
Slate



HARD CHAIRS
Slate



T-MOLD
Slate



Swing

Hard Rock

Ambient

Evoke feelings of:
technology, exclusivity and
a chic environment

The combination of dark tones creates a relaxing atmosphere and is particularly suitable for socialization. The goal of this color concept is to retain and entertain customers who come not only to bowl and have fun, but also to relax and socialize in an exclusive environment.

Swing



Swing



UPHOLSTERY BACK
Burgundy



UPHOLSTERY SEAT
Burgundy



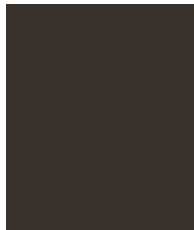
UPHOLSTERY ACCENT
Claret



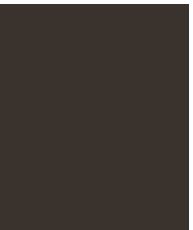
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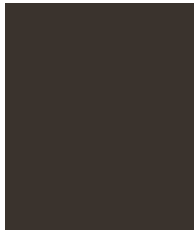
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Jewel Mahogany



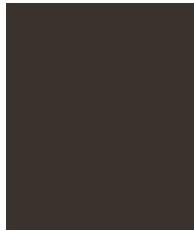
SHELF TOP
Slate



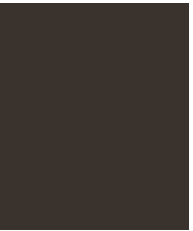
CURVED LEG
Slate



HARD SEAT BENCHES
Slate



HARD CHAIRS
Slate



T-MOLD
Slate



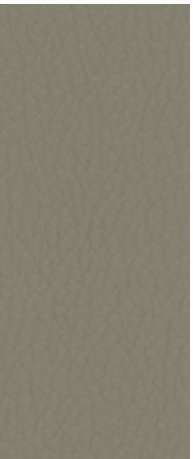
Hard Rock



UPHOLSTERY BACK
Pewter



UPHOLSTERY SEAT
Black



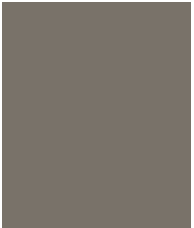
UPHOLSTERY ACCENT
Shale



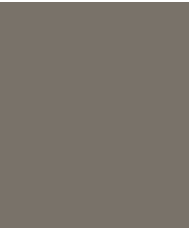
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Slate



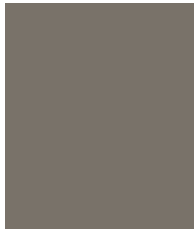
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Forsythia



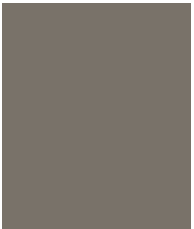
SHELF TOP
Greige



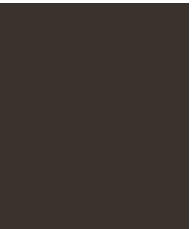
CURVED LEG
Greige



HARD SEAT BENCHES
Greige



HARD CHAIRS
Greige



T-MOLD
Slate



Ambient



UPHOLSTERY BACK
Portobello



UPHOLSTERY SEAT
Doe



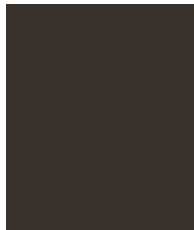
UPHOLSTERY ACCENT
Stoneware



SOFA BASE
Slate



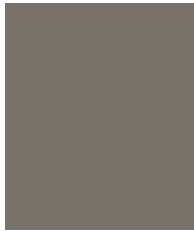
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Jewel Mahogany



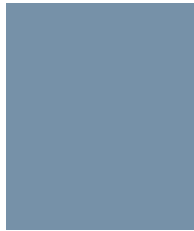
SHELF TOP
Slate



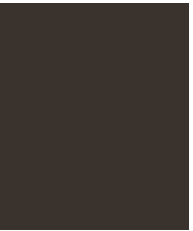
CURVED LEG
French Blue



HARD SEAT BENCHES
Greige



HARD CHAIRS
French Blue



T-MOLD
Slate



Blues **COUNTRY** *Ballad*

Evoke feelings of:
familiarity and tradition

The warm colors communicate comfort and intimacy, inviting spectators to relax and “take a seat” while the color’s solidity conveys a sense of calm and focus allowing players to concentrate on the game. The color palette is particularly appropriate for a customer segment that feels a sense of belonging to the history and tradition of the sport.

Blues



Blues



UPHOLSTERY BACK
Kelp



UPHOLSTERY SEAT
River Clay



UPHOLSTERY ACCENT
Quarry



SOFA BASE
Slate



TABLE TOP
Wisconsin Oak



SHELF TOP
Wisconsin Oak



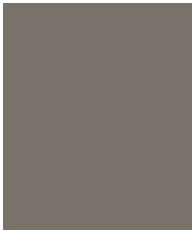
CURVED LEG
Greige



HARD SEAT BENCHES
Wisconsin Oak



HARD CHAIRS
Wisconsin Oak



T-MOLD
Greige



COUNTRY



UPHOLSTERY BACK
Maroon



UPHOLSTERY SEAT
Maize



UPHOLSTERY ACCENT
Pomegranate



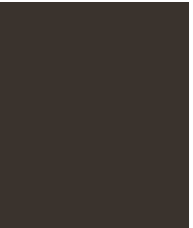
SOFA BASE
Slate



TABLE TOP
Wisconsin Oak



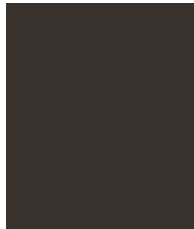
SHELF TOP
Wisconsin Oak



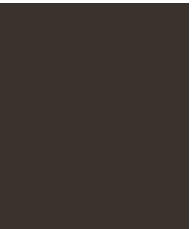
CURVED LEG
Slate



HARD SEAT BENCHES
Wisconsin Oak



HARD CHAIRS
Slate



T-MOLD
Slate



COUNTRY



Ballad



UPHOLSTERY BACK
Persimmon



UPHOLSTERY SEAT
Pewter



UPHOLSTERY ACCENT
Saffron



SOFA BASE
Slate

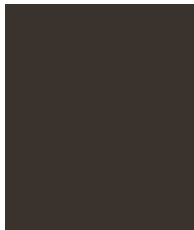
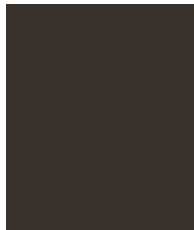
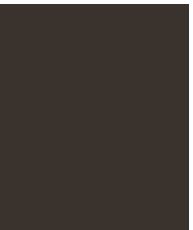


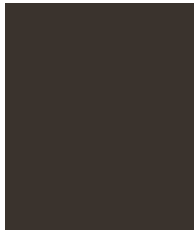
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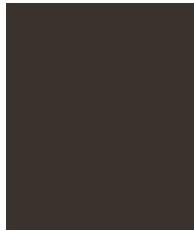
SHELF TOP
Slate



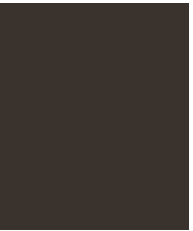
CURVED LEG
Slate



HARD SEAT BENCHES
Slate



HARD CHAIRS
Slate



T-MOLD
Slate

ADDITIONAL COLOR COMBINATIONS

- Black
- Black
- Pewter
- Slate



- Orchard
- Orchard
- Bayou
- Slate



- Iris
- Iris
- Stone
- Slate



- Rouge
- Rouge
- American Beauty
- Slate



- Black
- Black
- Pewter
- Greige



- Orchard
- Orchard
- Bayou
- Anthra Green



- Iris
- Iris
- Stone
- Greige



- Rouge
- Rouge
- American Beauty
- Greige



UNION AND END TABLE COLORS

- | | | | | | | |
|--------|-------|---------------|----------------|-------------|--------------|-----------|
| | | | | | | |
| Greige | Slate | Wisconsin Oak | Jewel Mahogany | Sugar Maple | Anthra green | Navy blue |

HARD CHAIR AND STOOL COLORS



Navajo Red



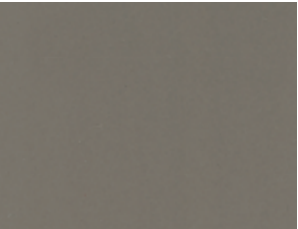
Bittersweet



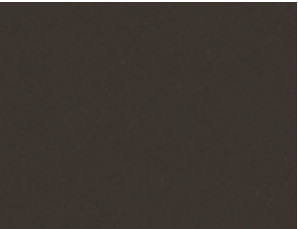
French Blue



Royal Blue



Greige



Slate



Sugar Maple



Wisconsin Oak



Jewel Mahogany

HARMONY BALL RETURN SYSTEM



Red



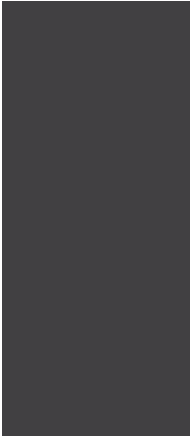
Orange



Green



Blue



Gray



Mix and Match Your Colors

Have a different vision or an especially distinctive style? No problem.

If the 12 color concepts and the additional color combinations (as seen on pages 44 and 45) are not enough to meet your vision or style, then you can combine elements from any one of them and create your own distinctive new look.

Discover the possibilities at www.qubicaamf.com/harmony-furniture/harmony or contact your sales representative today



Ambient Color Scheme mixed with Iris/Stone Sofa



Country Color Scheme mixed with Mahogany laminates and chairs



Rock and Roll Color Scheme mixed with Hard Rock Sofas



Pop Color Scheme Sofas mixed with Greige Laminates, French Blue chairs and Blue Ball Return

Mix and Match Your Colors



Hard Rock Color Scheme mixed with Maple laminates and Greige chairs



Iris/Stone Sofas mixed with Maple laminates and chairs



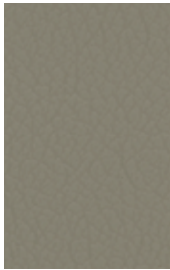
Orchard Green Sofas mixed with Antha Green/Slate laminates, Slate chairs and Green Ball Return




Rock and Roll Sofa mixed with Maple laminates and chairs and Gray Ball Rturn

SOFA AND UPHOLSTERED SEAT VINYL


Back




Shale




Dijon




Grape




Flamenco




Buff




Pewter




Burgundy




Portobello




Kelp




Maroon




Persimmon




Orchard



Iris




Rouge




Black


Seat




Sprite




Dijon




Grape




Flamenco




Fudge



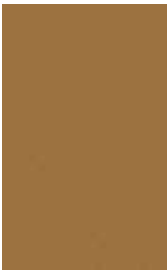
Black




Burgundy




Doe




River clay




Maize




Cayenne



Orchard




Iris

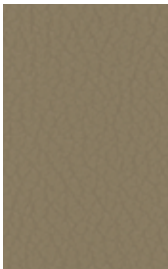


Rouge


Accent




Chervil




Portobello



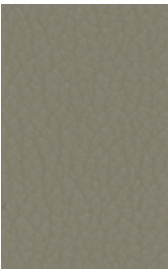
Wisteria




Plum Dusk




Seville




Shale




Claret




Stoneware




Quarry



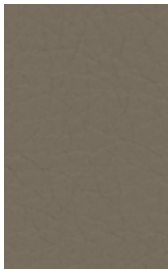
Pomegranate




Saffron




Bayou



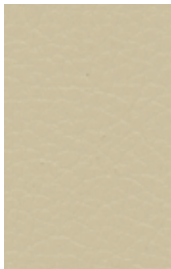
Stone



American Beauty

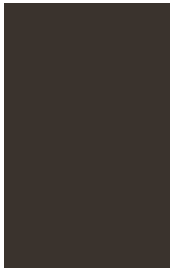


Pewter



Kilimanjaro

Base



Slate

This color palette is a summary of the vinyl colors of the sofas and the soft seat benches that are part of the 12 color concepts and of the additional colors as seen in this brochure making up the Harmony Collection

LAMINATES

Hard Seat Bench



Greige



Slate



Wisconsin Oak



Jewel Mahogany



Sugar Maple

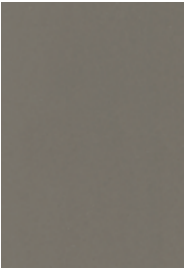


Royal Blue




Navajo Red

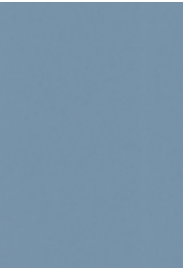
Table Curved Leg




Greige



Slate

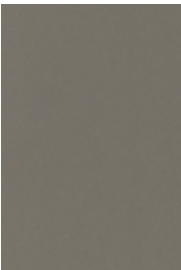


French Blue

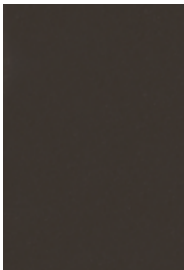


Navajo Red


Table Shelf




Greige



Slate

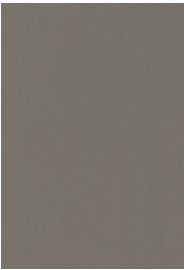


Wisconsin Oak

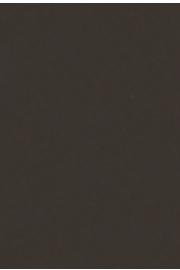


Navy Blue


Table Edging




Greige




Slate



Navajo Red



Bittersweet



Brown

Table Top



Greige



Slate



Wisconsin Oak



Jewel Mahogany



Sugar Maple



Bittersweet



Forsythia



Anthra Green



Navy Blue

Hard Chair



Greige



Slate



Wisconsin Oak



Jewel Mahogany



Sugar Maple



Bittersweet



Royal Blue



French Blue



Navajo Red

This color palette is a summary of the vinyl colors of the laminate and table edging colors that are part of the 12 color concepts and of the additional colors as seen in this brochure making up the Harmony Collection

Harmony in Color

“The synesthetic value of colors, which is the ability to create stimuli related to other senses such as smell and taste, is vital in a bowling environment. There needs to be a balance to ensure adequate concentration and support for recreational or competitive activities on the lanes, while providing maximum visual comfort for spectators from the settee, concourse or restaurant areas.

For owners or investors who are looking to create or renew the image of their facility, I would suggest being open to the culture of chromatic design and color concepts, focusing specifically on the consumer and functional areas within the facility.

It’s also important to introduce elements of surprise, curiosity and interaction with the users into the color palette—to emphasize not only the aesthetic features of the elements, but also the technical and functional elements. It is important to create a look and image that brings the center to life the whole day—not just in the evenings.

Lastly, it is important to be objective, involving your designer or architect if needed, and choose the right colors for each space and for the way you want consumers to use these spaces.”

- Massimo Caiazzo

Discover Harmony today at **www.qubicaamf.com/Harmony-Furniture/Harmony** or contact your QubicaAMF representative today!

We remind you that accurancy of the printed colors can only be as good as the printing process allows.



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