

Efecan Kababulut



Efecan Kababulut's interest in design started at a young age. He was born and raised into a family of furniture manufacturers, spending most of his youth and young adult life in his family's showrooms and factory in Ankara, Turkey. To further his interests and knowledge in design, Kababulut received an Industrial Design degree from Rochester Institute of Technology in 2009.

In the spring of 2010, Lazzoni USA Inc, a flagship store, was launched in the heart of Chelsea, New York City. Two years later, after great success and recognition in the industry, Lazzoni USA Inc., has opened their second U.S. store in Paramus, NJ with plans to expand throughout the continental U.S. and worldwide within the next few years.

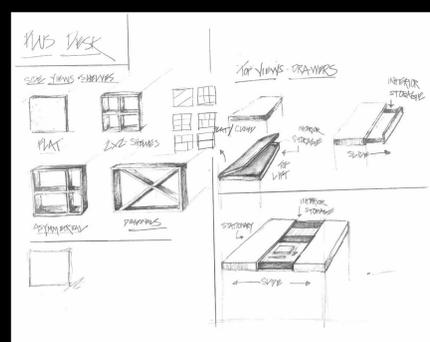
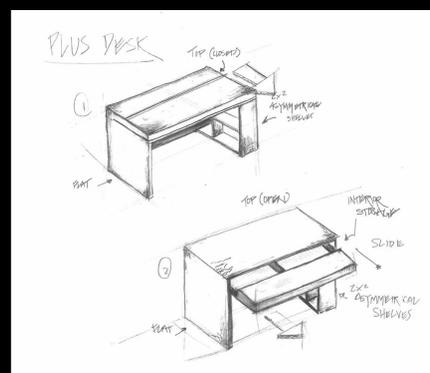
In addition to Lazzoni, Kababulut has created nuev.com, an affordable online furniture retailer that targets young professionals and college students. Shortly after it launched, nuev.com has become one of Turkey's best online retailers and most visited websites. Taking a hands on approach to design, Kababulut has designed and manufactured most of Lazzoni's and Nuev's products. His conceptual approach has always been form follows function, making this principal the center of his designs. Currently, Kababulut has spent five months abroad, developing and expanding his brand. He currently resides in NYC.

Year of Graduation
2009

Current Position
CEO at Lazzoni USA Inc.

CEO at nuev.com

Plus Desk



Background

The furniture industry is challenging in all of its components: designing, manufacturing, and selling. Nowhere is it more difficult than in NYC. In order to sell in this city, products must possess unique, practical features. Working and living in NYC for the last three years, Kababulut designed Plus Desk in hopes of creating the ideal workstation for New Yorkers in small spaces.

The desk has the following features:

Affordable: Priced at \$200, the desk has a great price point and is ideal for any budget.

Well-made: Constructed of German Blum hardware, the desk is built to last. Its surface is built of Lazzoni's patented Italian engineered wood, which is water and scratch resistant. The desk is ultimately resilient to the wear and tear of tasks performed at a workstation.

Modular: Shipped flat pack, this desk is delivered disassembled and can be built up in less than half an hour.

Space Saving: This desk hides all of its user's clutter in the storage area located underneath the desk surface. Users can access the storage area by sliding the surface over. The bookcase leg and center shelf provide more opportunities for storage and display. The Plus Desk is ideal for any and every space, from dorm rooms and offices, to homes and apartments.

Year of Release

2011