



PRESS RELEASE // VARIO M1 Seating // colornetwork

Liederbach, 8 September 2026

VARIO M1 Seating – new colour: mother earth!

Calm, warm and vibrant.

Sustained Colour No. 10 by COLORNETWORK is more than just a colour – it is a feeling. The warm earth tone 'mother earth!' radiates a sense of security and stability. Situated between red and brown, it is reminiscent of iron-rich soils and terracotta, bringing the warmth of nature into your rooms. This colour creates atmospheres that not only feel timeless but also make a home a place of well-being – a place where you'll always be happy to spend time.



Mediterranean design with a timeless character.

The color “mother earth!” was designed by Roman Proubasta and Constanze Schütz at the Pensi Design Studio in Barcelona. Founded in 1984 by Jorge Pensi, the studio is one of the world’s leading names in furniture and product design—known for clean lines, elegance, and timeless aesthetics. The warm natural stones, terracotta tones, and winding alleys of Barcelona’s Gothic Quarter inspire the Mediterranean accents of “mother earth!”.

Back to Nature – Without Compromise

With “mother earth!”, COLORNETWORK captures the spirit of the times: In an increasingly complex world, people long for a sense of security. Sustained Color No. 10 invites you to experience your home as a place of peace and grounding. Natural materials such as wood, clay, stone, linen, or paper are allowed to age, thereby gaining character. Here, patina is not a flaw, but a sign of time well-lived. At the same time, the warm earth tone harmonizes perfectly with the cooler Sustained Colors, offering a wide range of design possibilities for modern interiors.

Color as a Fragrant Experience

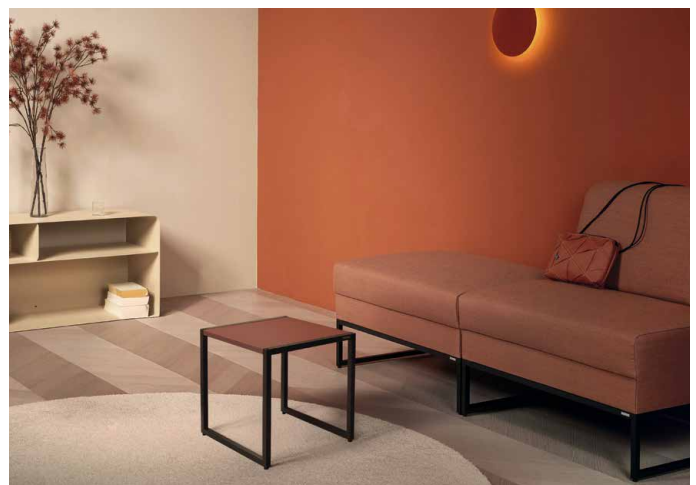
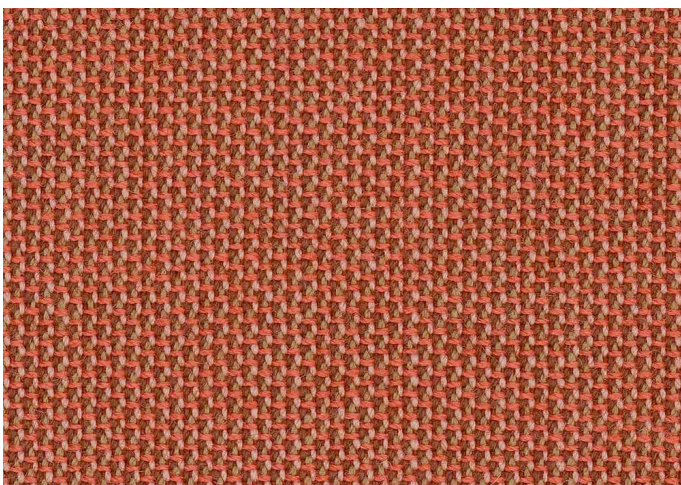
Every Sustained Color is translated into a scent: Psychologist, sociologist, and perfume designer Dr. Joachim Mensing develops a “Fragrance Story” for each one. For “mother earth!”, warm, natural scents dominate. Earthy roots, spicy woods, and slightly smoky spices create a sense of security and relaxation in the bedroom. In kitchens and dining areas, fruity-spicy notes such as cilantro seeds, pink pepper, or fresh apple bring a sense of vitality. Living rooms and reception areas gain a sense of openness and social connection through exotic floral accents combined with wood and soft rose nuances.

Developed collaboratively—implemented across industries

Like all Sustained Colors, “mother earth!” is supported by over 40 partner companies in the COLORNETWORK. The network creates a shared, long-term color palette that spans various product categories. With its tenth Sustained Color, the COLORNETWORK underscores its commitment to not only setting trends for the interior design industry but also providing lasting guidance. “mother earth!” is more than just a color—it stands for timeless design, durable materials, and a mindful approach to our built environment.

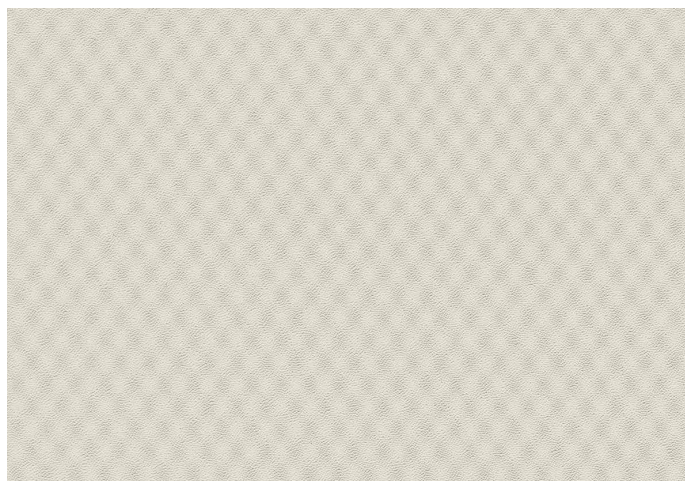
VARIO has added the Camira Penta upholstery fabric in the color “mother earth!” to its M1 seating collection.

The fabric’s name, Penta, comes from its five intricately manufactured and carefully selected yarns with a high wool content (90% virgin wool, 10% polyamide). When combined, these create an iridescent and harmonious multicolored look. Inspired by finely tailored worsted suits, Penta is an elegant, multicolored woven fabric with a beautiful drape and texture. It is versatile and suitable for upholstered furniture, panels, curtains, and acoustic solutions.

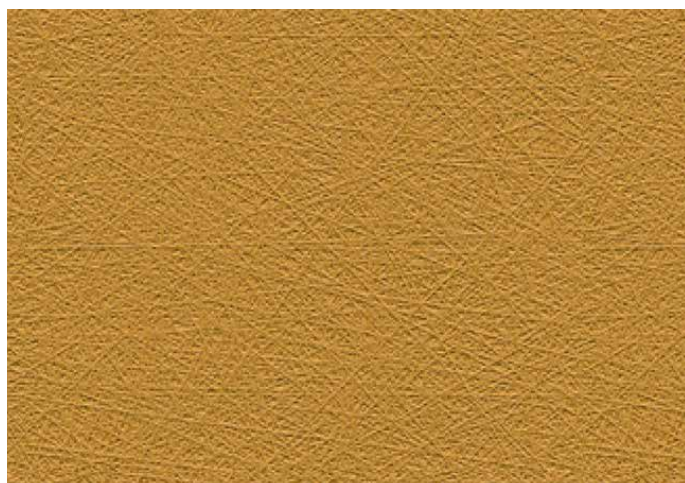


Sustained Color No. 10 “mother earth!” is an archaic, warm earth tone

VARIO can offer the M1 Seating line in two additional colors from the COLORNETWORK color palette:



Sustained Color No. 8 "live simple!" is an emotive shade of white inspired by light-colored shell limestone



Sustained Color No. 9 "taste the south!" is an ochre-yellow, natural earth tone that evokes images of endless sandy beaches, ancient city walls, a Spanish finca, or an Italian villa.

VARIO BüroEinrichtungen GmbH & Co. KG

VARIO BüroEinrichtungen GmbH & Co. KG manufactures high-quality desk systems, meeting and conference tables, cabinets, storage units, caddies, partition wall systems, and seating module systems. The medium-sized company was founded in 1872 in the Taunus region and currently employs approximately 80 people. VARIO stands for clean design, quality, and customization. The products are developed and manufactured at the company's headquarters in Liederbach am Taunus.

For further information and images: presse@vario.com

VARIO BüroEinrichtungen GmbH & Co. KG

Rossertstraße 6
D-65835 Liederbach am Taunus

Tel +49(0) 6196 7615-0
Fax +49(0) 6196 7615-222

www.vario.com

VARIO®