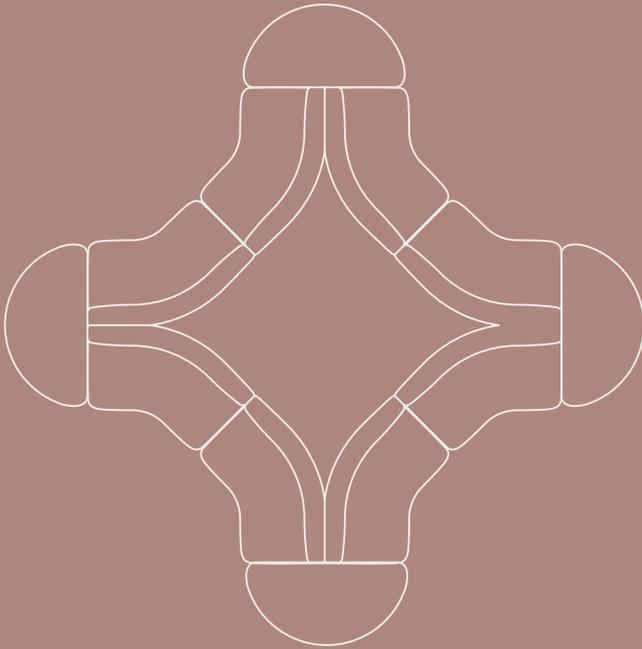


Say hello to

# Bloom



Design by Hee Welling Studio

[ocee4four.com](http://ocee4four.com)

**ocee & four**  
DESIGN



**More  
than a sofa**

**Bloom is more than a sofa. It's a living, breathing part of your space. Inspired by the organic beauty of a flower in full bloom, each module comes together to create a seating experience that is both visually appealing and inviting. Its soft, rounded shapes and flexible forms make it perfect for connection, relaxation, and creativity.**

Bloom adapts effortlessly into modern interiors. In a boutique hotel, it can form a welcoming lobby lounge that invites guests to perch or sit. In a stylish café or co-working space, it creates flexible seating clusters for conversation or focused work. Reception areas, waiting lounges, airport terminals, or university commons all benefit from its modular versatility, offering comfort without compromising on style. Even large open-plan public areas can be defined and softened with Bloom's flowing modules.

No matter the space, Bloom blossoms beautifully - transforming corners, central islands, and expansive areas into seating arrangements that feel intentional, organic, and endlessly flexible. Its modular nature ensures that as your needs change, Bloom can grow, shift, and adapt along with them.

**ocee & four**  
DESIGN





## DESIGNER FOCUS

# The story behind Bloom:

Bloom is inspired by the gentle curves of a bud beginning to open. Each module has its own character, and when combined, they form a harmonious, blooming whole. The organic shapes of the sofa suggest growth and movement, giving the piece a sense of calm within any space. Every detail reflects this idea. Soft curves invite conversation, generous proportions encourage relaxation, and the modular system can grow and adapt, just like a living arrangement. Bloom balances flexibility with a strong, elegant identity.

Beyond its sculptural presence, Bloom is designed with purpose. The modularity allows it to suit a wide variety of settings, from intimate lounges and reception areas to larger collaborative environments. Its seamless adaptability means that spaces can evolve over time without compromising comfort or aesthetics. Designed for disassembly, with replaceable elements and sustainable materials, Bloom is not only built to last but also to be refreshed with ease. The result is a piece that embodies both timeless design and future-ready thinking, making it as practical as it is inviting.



**Learn more**  
about Hee Welling's  
approach to Bloom.

## DESIGNED BY HEE WELLING STUDIO

Hee Welling is internationally recognised for creating designs that combine simplicity, functionality, and longevity. Known for a human-centred approach, the studio focuses on furniture that is both visually striking and practical in everyday use. Bloom reflects this ethos with its soft profile, careful detailing, and versatile approach. It features high-quality foam for enhanced comfort and is designed for disassembly, making it easy to refresh or adapt over time. Every decision, from proportions to modularity, embodies the studio's commitment to thoughtful, enduring design, ensuring Bloom not only looks beautiful but works seamlessly in the spaces it's created for.



**"The inspiration for Bloom was to create a system that feels truly inviting. Something people see and immediately want to try out and sit in. Everything is shaped with smooth, rounded forms that feel inviting. There are no sharp edges, nothing that makes you feel like you could visually cut yourself."**

**Hee Welling**  
*Founder of Hee Welling Studio*

# Modular Freedom

Explore Bloom



# Modules



**CONCAVE/CONVEX 45**  
back-to-back



**CONCAVE/CONVEX 60**  
back-to-back



**CONCAVE 45**  
with back module



**CONCAVE 45**  
with half back module



**CONCAVE 60**  
with back module



**CONCAVE 60**  
with half back module



**CONVEX 45**  
with back module



**CONVEX 60**  
with back module



**POUFFE**



**RECTANGULAR**  
end module



**SEMI CIRCLE**  
end module



**2 X SEMI CIRCLE**  
end module



**1 SEATER**  
rounded end module



**1 SEATER**  
module



**1 SEATER**  
with back



**1 SEATER**  
back-to-back module



**2 SEATER**  
module



**2 SEATER**  
with back



**2 SEATER**  
back-to-back module

With 19 different modules, Bloom gives you complete freedom to create seating that perfectly fits your space. Compact island arrangements work beautifully in smaller areas, such as reception corners, and small lounges, or café nooks, while generous, flowing layouts transform larger interiors like open-plan hospitality spaces, hotel lounges, or co-working areas.

Bloom was designed to look balanced as complete configurations and modules used independently allowing a greater flexibility in the required space. Reconfiguring Bloom is effortless. Simply rearrange the modules as your needs evolve. Whether you're looking for a tucked-away corner to relax in, a striking centrepiece to define a room, or a long, sweeping sofa to make a statement, Bloom adapts with ease, offering endless possibilities for both function and style.

# Features

## Endless Options

Bloom's fully modular system adapts to any space, from linear, L- or U-shaped layouts to island-style arrangements. Configurable as single or double sided, it's perfect for lounges, collaborative zones, or hybrid workspaces with optional power modules.

## Enhanced Comfort

Deep ergonomic cushions with layered foam and curved backrests provide long-lasting support and a comfortable, custom seating experience.

## Active Seating

The back profile is shaped to invite casual perching, leaning, or upright engagement, encouraging movement and interaction in social, hospitality, or creative spaces.

## Soft, Inviting Form

Asymmetric back contour and a signature silhouette give Bloom architectural elegance and a relaxed, welcoming seat from every angle. Designed to be used as combined seating system or independent modules.

## Sustainable by Design

Designed for disassembly, Bloom's foam and fabric can be easily replaced since they are not glued to the frame. This ensures commercial longevity and allows for straightforward refresh cycles.

Explore more on [oceefour.com](https://oceefour.com)

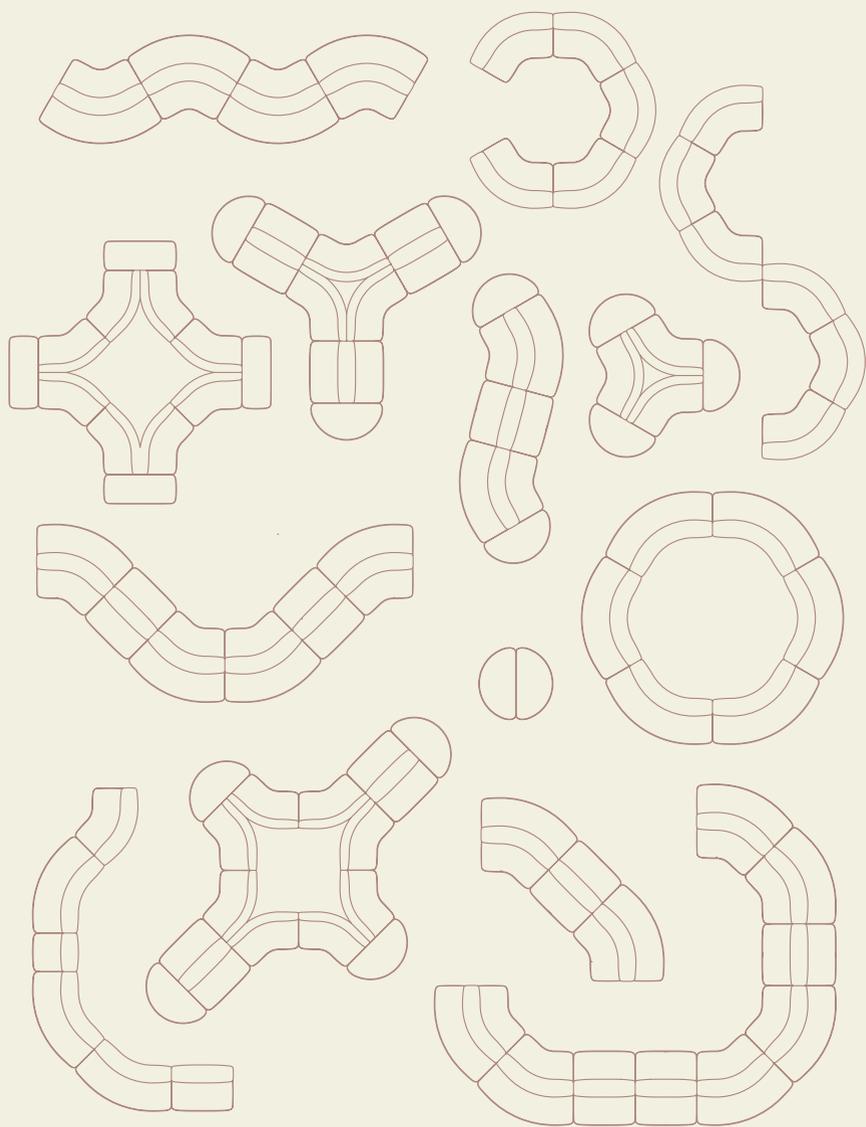












## Configurations

EXAMPLES



We turn good  
spaces into great  
experiences

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