



**QUBICA****AMF**  
HARMONY COLOR CONCEPTS



## Harmony in Color

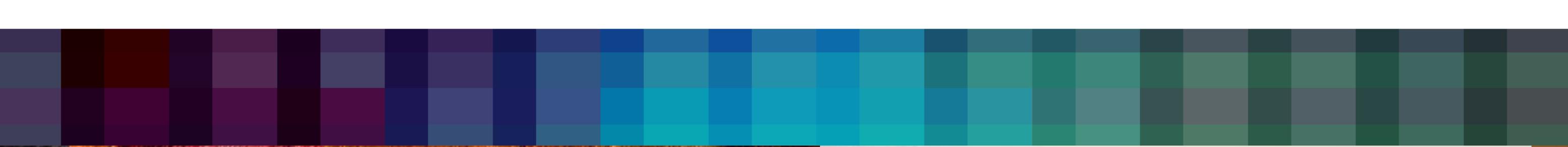
When we began working on the Harmony Furniture Line, we knew the importance the use of color plays in creating a commercial furniture line that entices customers to stay longer, socialize more, eat more, relax or be more competitive.

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:

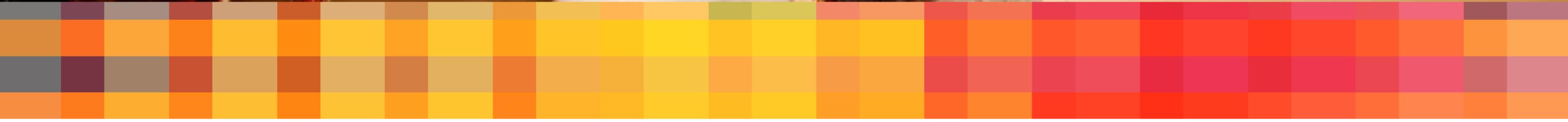
- give your center a value that will make the facility “come to life”
- choose the color(s) that is right for the each space
- compensate for issues related to artificial lighting with the appropriate selection of colors

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



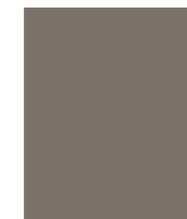
UPHOLSTERY ACCENT  
Kilimanjaro



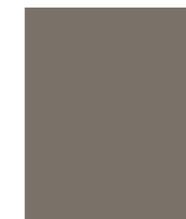
SOFA BASE  
Slate



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

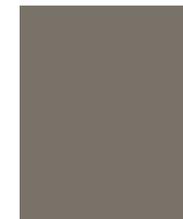


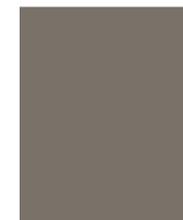
TABLE TOP  
Greige



SHELF TOP  
Greige



CURVED LEG  
Navajo Red



HARD SEAT BENCHES  
Greige



HARD CHAIRS  
Navajo Red



T-MOLD  
Navajo Red



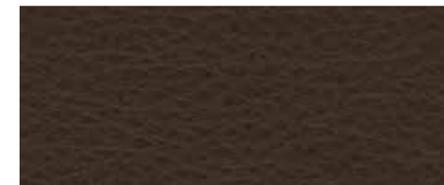
*Rock & Roll*



# Soundtrack



UPHOLSTERY BACK  
Buff



UPHOLSTERY SEAT  
Fudge



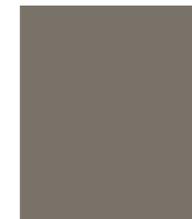
UPHOLSTERY ACCENT  
Seville



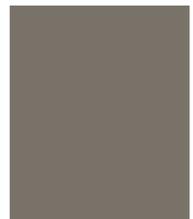
SOFA BASE  
Slate



TABLE TOP  
Wisconsin Oak



SHELF TOP  
Greige



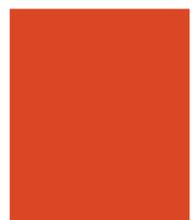
CURVED LEG  
Greige



HARD SEAT BENCHES  
Slate



HARD CHAIRS  
Bittersweet



T-MOLD  
Bittersweet



Coral Bowl



*Folle*  
JAZZ  
**Disco**

Evoked 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.

*Folle*



# 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



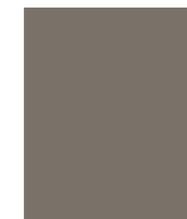
UPHOLSTERY ACCENT  
Portobello



SOFA BASE  
Slate



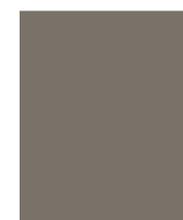
TABLE TOP  
Jewel Mahogany



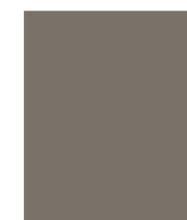
SHELF TOP  
Greige



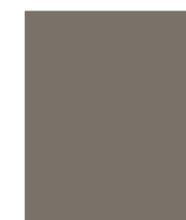
CURVED LEG  
Slate



HARD SEAT BENCHES  
Greige



HARD CHAIRS  
Greige



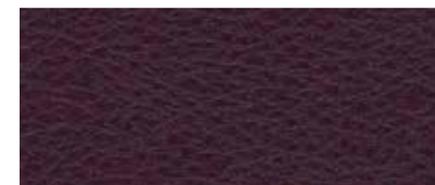
T-MOLD  
Greige



**Disco**



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



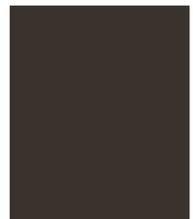
SOFA BASE  
Slate



TABLE TOP  
Jewel Mahogany



SHELF TOP  
Slate



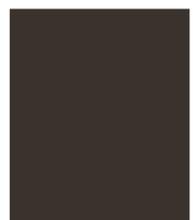
CURVED LEG  
Slate



HARD SEAT BENCHES  
Slate



HARD CHAIRS  
Slate



T-MOLD  
Slate



# Hard Rock



UPHOLSTERY BACK  
Pewter



UPHOLSTERY SEAT  
Black



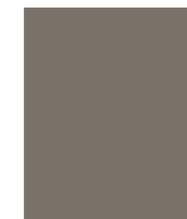
UPHOLSTERY ACCENT  
Shale



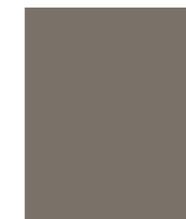
SOFA BASE  
Slate



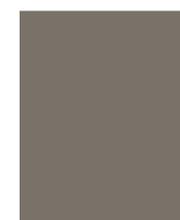
TABLE TOP  
Forsythia



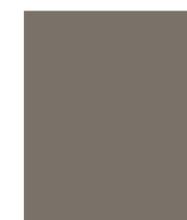
SHELF TOP  
Greige



CURVED LEG  
Greige



HARD SEAT BENCHES  
Greige



HARD CHAIRS  
Greige



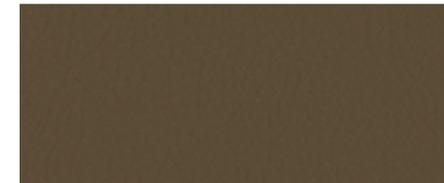
T-MOLD  
Slate



# Ambient



UPHOLSTERY BACK  
Portobello



UPHOLSTERY SEAT  
Doe



UPHOLSTERY ACCENT  
Stoneware



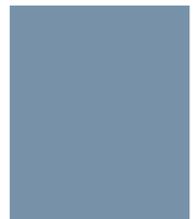
SOFA BASE  
Slate



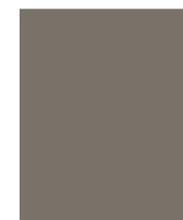
TABLE TOP  
Jewel Mahogany



SHELF TOP  
Slate



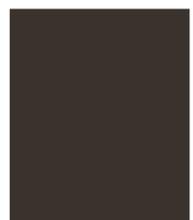
CURVED LEG  
French Blue



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



UPHOLSTERY BACK  
Kelp



UPHOLSTERY SEAT  
River Clay



UPHOLSTERY ACCENT  
Quarry



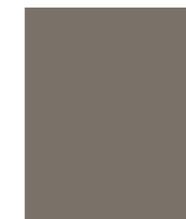
SOFA BASE  
Slate



TABLE TOP  
Wisconsin Oak



SHELF TOP  
Wisconsin Oak



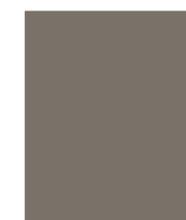
CURVED LEG  
Greige



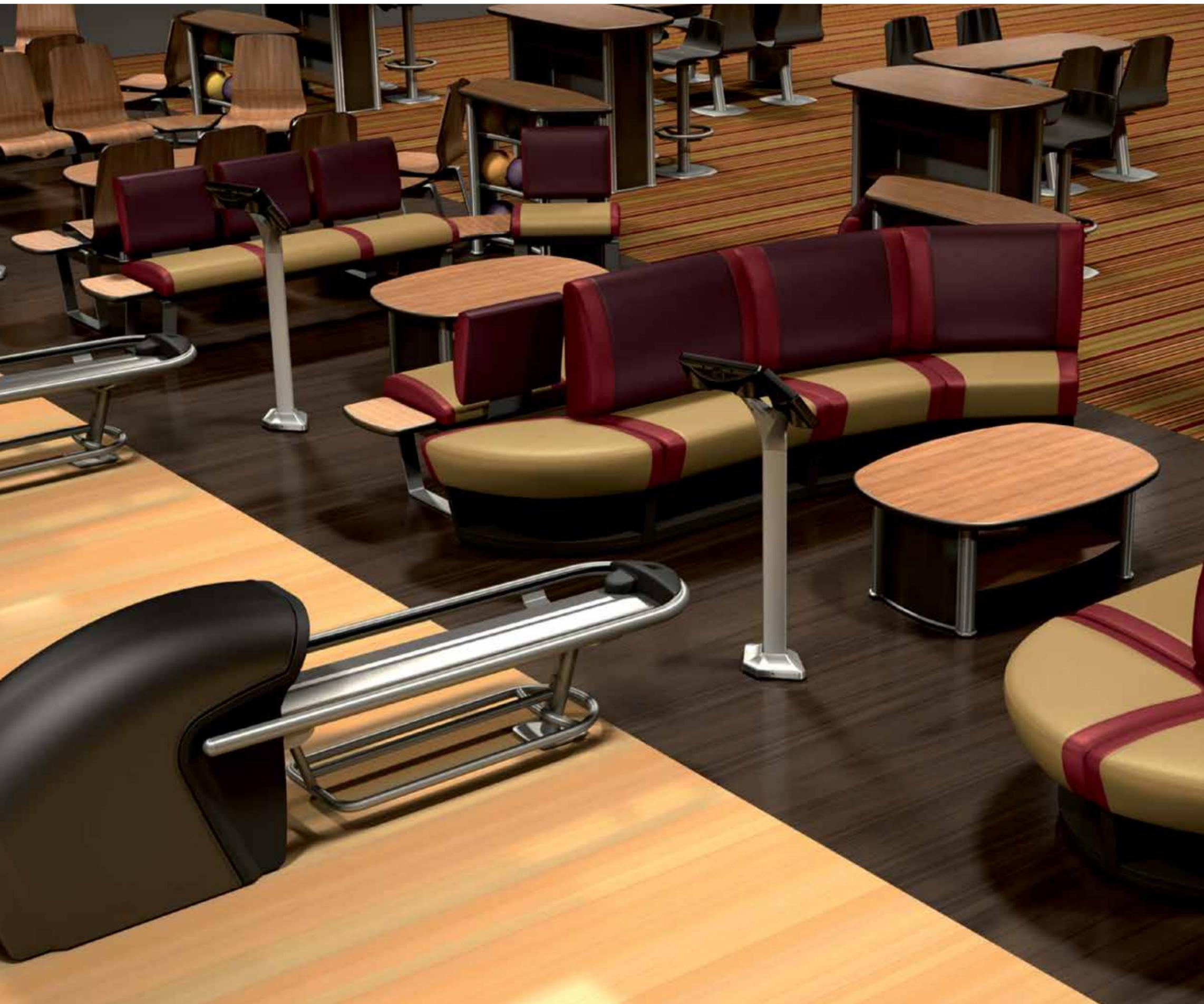
HARD SEAT BENCHES  
Wisconsin Oak



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



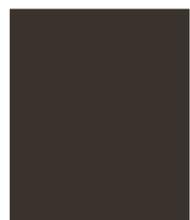
CURVED LEG  
Slate



HARD SEAT BENCHES  
Wisconsin Oak



HARD CHAIRS  
Slate



T-MOLD  
Slate

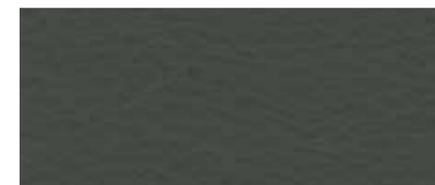




# Ballad



UPHOLSTERY BACK  
Persimmon



UPHOLSTERY SEAT  
Pewter



UPHOLSTERY ACCENT  
Saffron



SOFA BASE  
Slate



TABLE TOP  
Slate



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



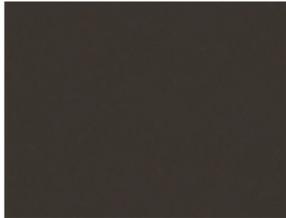
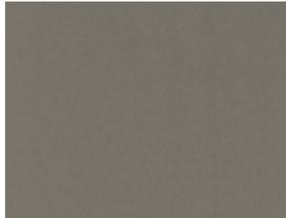
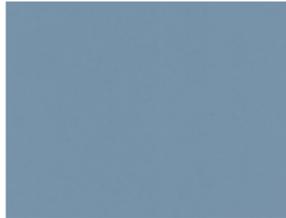
- Rouge
- Rouge
- American Beauty
- Greige



## UNION AND END TABLE COLORS



**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.qbicaamf.com/harmony-furniture/harmony](http://www.qbicaamf.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



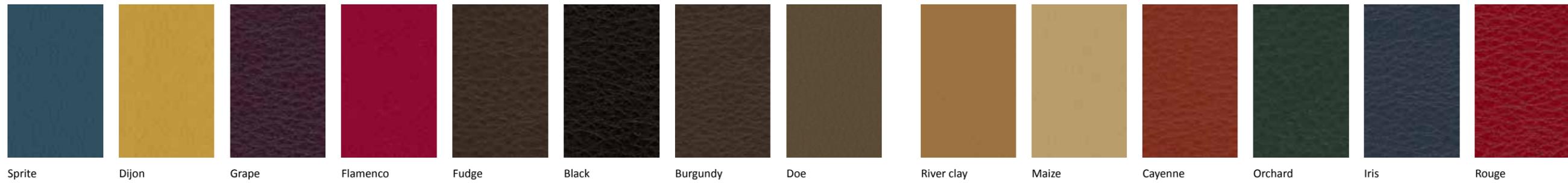
Rock and Roll Sofa mixed with Maple laminates and chairs and Gray Ball Return

# SOFA AND UPHOLSTERED SEAT VINYL

## Back



## Seat



## Accent



## 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

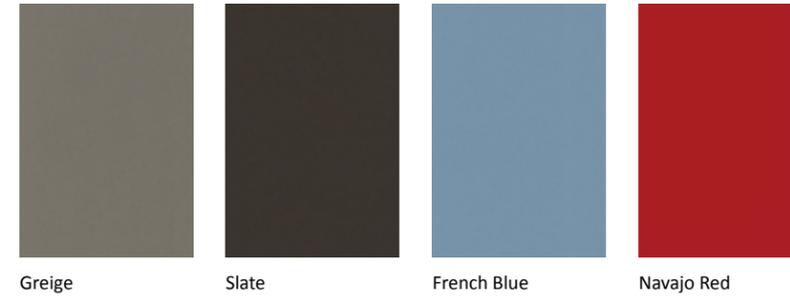
# LAMINATES

## 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](http://www.qubicaamf.com/Harmony-Furniture/Harmony)**  
or contact your QubicaAMF representative today!

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



**WORLDWIDE HEADQUARTERS**

8100 AMF Drive - Mechanicsville, VA 23111 - USA - Tel. +1 (804) 569-1000 - Fax: +1 (804) 559-8650 - Toll free 1-866-460-QAMF (7263)

**EUROPEAN HEADQUARTERS**

Via della Croce Coperta, 15 - 40128 Bologna - Italy - Tel.+39 (051) 4192-611 - Fax +39 (051) 4192-602

[www.qubicaamf.com](http://www.qubicaamf.com) - [info@qubicaamf.com](mailto:info@qubicaamf.com)