

Soren Liv

Every room is a stage.

Apartment Furniture



3	About Soren Liv
4	Design Team
5	Furniture and Furnishings, Beds, Appliances and Artwork
6	Six Step Process
8	Case Study - Westlight Apartments
9	Case Study - Avenue Apartments
10	Case Study - Grace Victoria Quarter
11	Case Study - Swiss-BelHotel



Soren Liv - A bit of background

Soren Liv are a fully owned division of Sorenmobler Group Ltd, a family business based in Whanganui with a trade showroom in Kingsland Auckland. Established in 1976 Sorenmobler Group Ltd have been manufacturing and importing furniture for over 40 years. This has ingrained in the team a very deep understanding and appreciation of furniture design and quality manufacture.

One of the many facets of what Soren Liv do is Apartment Furniture - both full packages for the investor and bespoke packages for the owner occupier.

Have a browse through the following pages and get a glimpse of the range and scope of the furniture and associated items we can provide. We have also put together a few case studies and referrals for your interest.



Interior Design Team

With a fully qualified Interior Design team led by our Design Director Maria Diaz Valentin, Soren Liv are able to work with the Developer, the Real Estate agent, the Architect, the Interior Designer or the client. Creating a interior package that meets the design brief, the budget and the time constraints.



Carl Sorensen - Director

Carl has been involved in the hands-on manufacturing of timber furniture for over 40 years. He is now primarily involved in the design, procurement and installation of furniture for Hotels, Multi – Residential, Apartments, Resorts and Show Homes.

He has an extensive knowledge of furniture design and construction, and also conversant with the many players and suppliers in the market-place.



Jim Sorensen - Director

Jim is actively involved in the management of the Soren Liv team and brings with him an extensive experience in manufacture, design and procurement.

He has worked on a number of Hotel and Apartment projects achieving a high level of success.

His eye for design and attention to detail ensure a seamless project management which exceeds customers' expectations.



Maria Diaz Valentin - Interior Designer

Maria is a product Designer by training with more than ten years of experience in Furniture, Retail and Interior Design.

She coordinates the projects from the design perspective, working from the brief, developing ideas and concepts, through to the detailed manufacturing drawings to bring designs to life.

Soren Liv love to work on a collaborative approach with professionals in the industry, making sure we achieve an outstanding result to the clients satisfaction.



Johana Klechak - Industrial Designer

Johana is a qualified Industrial Designer with a great understanding of the delicate relationship between the furniture and its environment.

Her wide product knowledge, creativity and passion for design are the engine to transform spaces into remarkable experiences. Soren Liv believes that the best design concepts are functional, highly efficient and reflect the character and brief of our clients.

Furniture and Furnishings

Soren Liv import from over 50 different overseas manufacturers and well as manufacturing in their own facility in Whanganui.

With a 150 page catalogue jammed full of inspirational furniture, creating a stand-out interior scheme is easily facilitated. Add to this the scope of soft furnishings brought in from partner company - Furtex and you have an amazing palette to draw from.



Beds and Appliances

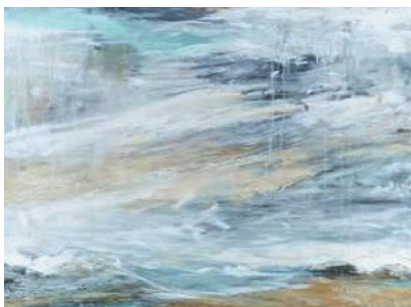
Often an Apartment owner or Investor requires an Appliance Packages and Beds and Linen.

This is a service Soren Liv offer with a number of bed options and a full Kitchen utensil and small appliance package. Full details and prices are available on request.



Accessories and Artwork

With a fully qualified Interior Design team led by our Design Director Maria Diaz Valentin, Soren Liv are able to include soft furnishings such as cushions, throws and rugs along with artwork to create the desired ambiance. The finishing touches to make it feel like home.



Six seamless steps to success

1

Analyse & Create Brief

Our in-house team will analyse the style and scope of the project and create a design brief in consultation with you - the client.



2

Design

Our design team will take the brief and create amazing furniture and furnishing packages to present to the stakeholder, modifying and adjusting as required.



3

Marketing Collateral

Drawing from our past experiences we will develop marketing collateral aligning brochures and websites with project specific branding to complement the existing material.



4

Proposal & Sign-off

Working closely with you, our design team to finalise a furniture package to meet your expectations and bring the space to life.



5

Procurement

Soren Liv both manufacture in-house and also source from many manufacturers around the world. This combines to give you the best quality and design with-in the budget brief.



6

Manage Install

Delivery, Installation, Assembly and removal of packaging leaves nothing to do except to move in. Additional packages are also available such as small appliances, beds and linen, and kitchen utensils



Making it easy...

- Proven experience
- Professional design team
- Huge range of designer furniture
- Multiple styles and price points
- Auckland Showroom

- Turn key solutions including:
Furniture, furnishings, beds and linen,
kitchen utensils, small appliances
- Hassle free installation
- After sales support



Westlight Apartments - Auckland

Designed to celebrate the light and views of West Auckland, Westlight is indeed a landmark for the area. Mansons TCLM have contracted Soren Liv to design and install furniture and soft furnishings, including art work for their display suite.

This showcases the space, style and ambience to potential buyers of the apartments who can also benefit from a furniture package.



Mansons TCLM have engaged Soren Liv on a number of recent projects to design, procure and install furniture to Hotels and Apartments in the Central & West Auckland districts. Often with a limited window of time to complete these projects, Soren Liv have proved exceptional in delivering both the design concept - from their in-house design team - through to the install, assembly and staging of these projects. These include the Swiss-BelHotel, the Life Apartments at Liverpool Street and the Westlight Apartments in Glen Eden.

We are currently working on a number of projects with Soren Liv and would recommend their professional approach to anyone looking for Interior Design and Specification and turn-key Furniture Packages.

Yours faithfully,

Mansons TCLM Limited

www.mansons.co.nz

Avenue Apartments - Auckland

Avenue Apartments. With high spec design and proximity to transport links, employment hubs, infrastructure and amenity, growth at Avenue Apartments is long term and sustainable.

Soren Liv were contracted to develop and supply furniture packages for all apartments. The compact design meant careful choice of size and style was paramount to achieve the desired spacious look and feel.



Grace Victoria Quarter Apartments - Auckland

This recently completed project in Cook Street in the heart of central Auckland, commands amazing views and high quality specifications. Soren Liv were able to offer both a value for money investor package and a bespoke furniture options for owner/occupiers.

Working closely with both the developer and client, Soren Liv were able to install all furniture in the window between practical completion and settlement.



"Soren Liv were able to interpret our brief and provide customisable furniture packages for our owners at Grace VQ. Carl and his team worked with us to deliver packages that befit the quality of our project and worked with the construction team to deliver all the furniture prior to settlement so our owners had a "turn key" solution. Our owners have been delighted with the quality of furniture and the competitive price point. We would highly recommend Soren Liv and look forward to working with them in the future."

Andrew Weipers BCom BProp
MProjMgmt

Development Manager, Location Group
www.location.co.nz



Swiss-BelHotel - Auckland

This iconic building in Victoria Street West was initially a 5 storey carpark. Mansons TCLM added 5 floors and converted this to a high level serviced apartment managed by Swiss-Belhotel. Soren Liv were contracted to design, procure, deliver, install and stage these 40+ apartments with a little over 6 weeks notice. Certainly a challenge, but one Soren Liv completed in time and on budget.



Your apartment furniture supplier of choice

Soren Liv have the designers, the design and the designer furniture to create exceptional spaces for your apartment fit-out.

Throughout the process, from concept to design, to procurement to delivery and installation, Soren Liv are able to co-ordinate everything seamlessly for both the investor and the owner occupier.

They also have an amazing Interior Inspirations Showroom at 373 New North Road, Kingsland, Auckland.

Be sure to contact one of the team or call into our showroom for a browse, a coffee and some inspiration.

Soren Liv



Soren Liv

Every room is a stage.

0800 00 16 19 | sales@smgroup.co.nz | www.sorenliv.com

SHOWROOM | Level 1, 373 New North Road, Kingsland, Auckland