



REX KRALJ

by

VERY WOOD

The image features a bold, abstract graphic design. The background is a dark charcoal grey. On the left side, there are large, organic shapes in a vibrant red color. A prominent teal-colored shape, resembling a teardrop or a stylized eye, is set within a black-outlined area of the red shape. The overall aesthetic is modern and minimalist.

**Design that
serves people**

Rex Kralj

Rex Kralj was established in 2012. Our company celebrates architect Niko Kralj (1920-2013) in name and in style. The Rex Lounge Chair, Niko Kralj's most iconic work, inspired us to start our brand. Kralj's designs are famous around the world, producing up to date over two million pieces.

We take our inspiration from 1950s design principles. Back then, people made little distinction between personal and professional functionality. We still consider this our creed, merging function with beauty. Creating design that serves people and endures a lifetime of use. Our dedication is to furniture that is beautiful, practical and durable. All at once.

We offer the best possible service to interior professionals and we have a complete range of inspiring designs for indoor and outdoor use. With our collection, every project will start right and finish in great style. We can provide customisation and bespoke options to complete your interior design.

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Legacy

After the Second World War, traditional production methods gave way to modern inventions and led to a new era of furniture design. A trained architect and an absolute pioneer in his field, Niko Kralj developed truly innovative products with a timeless quality. His Rex, Shell and Mosquito collections remain the cornerstones of our brand today. By recrafting these designs, we are able to develop inspired products with his signature zeal, staying true to our mid-century roots.

Our products undergo constant renewal. We build on clever innovations from the past and adapt these to fit today's needs. It brings a special kind of joy to work with genuine materials, old and new. By integrating new technology into our designs we aim to inspire architects around the world.

Made in Europe

Our approach to beauty, durability and hospitality is signified by the quality of our production methods. Our manufacturing operations in Central Europe are managed from our headquarters in Ljubljana, Slovenia. We find local craftsmanship essential, which is why we are so firmly rooted in the community. Our skills and knowledge allow us to create products people can enjoy for generations to come.

Keeping a close watch on our entire supply chain lets us pinpoint the precise origins of our materials. That is how we can guarantee brilliant and sustainable quality. Not only that, but our production facilities live up to the highest standards of health and safety.

Our Designers

Since the establishment of the brand, we have expanded on Niko Kralj's principle of authentic, humanistic design. Our products embody this creed, a value which we remain focused on when adding new pieces to our collection. We invite designers who match our DNA to work on fresh additions to our portfolio.



Niko Kralj

In the 1950s, traditional production methods gave way to modern inventions. This led to a new era of furniture design. As a trained architect and an absolute pioneer in this field, Niko Kralj (1920) developed truly innovative pieces for the time and became one of the first ever industrial designers. No wonder fellow professionals are gradually recognising his work, which has been given permanent displays in design museums such as the Museum of Modern Art in New York, Design Museum Denmark and The International Design Museum Munich.

“Niko’s designs inspired the Rex Kralj brand. His vision for design is our compass for developing new products. We believe in the creative freedom to combine technical skills and methods with an authentic, humanistic approach to design that serves people’s needs.”

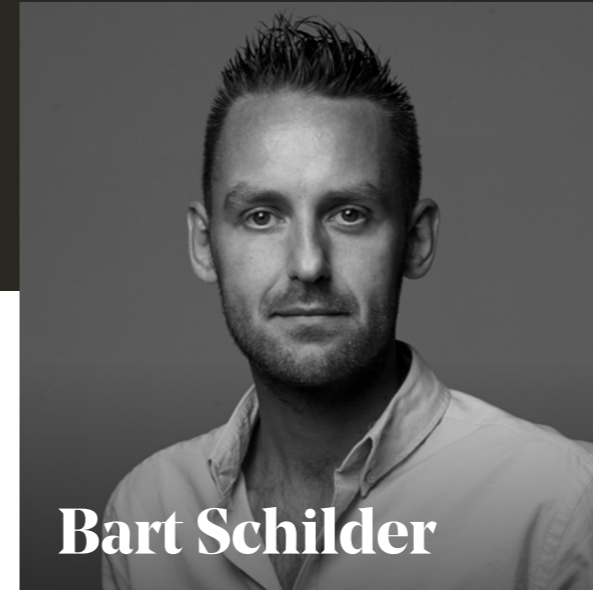


Tom Fereday

Tom Fereday (1985) develops products based on the principle of honest design, a concept which celebrates both the materials used and the manufacturing processes involved. Tom guides intelligent and thoughtful design outcomes which connect with people through natural materials, tactile forms and unique creations. He strives to produce enduring designs that are meaningful to people and their environment.

Tom was born in Australia but grew up in England. He studied at the Wimbledon School of Art before moving to Sydney to complete a degree in industrial design at the University of Technology Sydney. Tom has worked in Europe and Australia and set up his own practice in 2012.

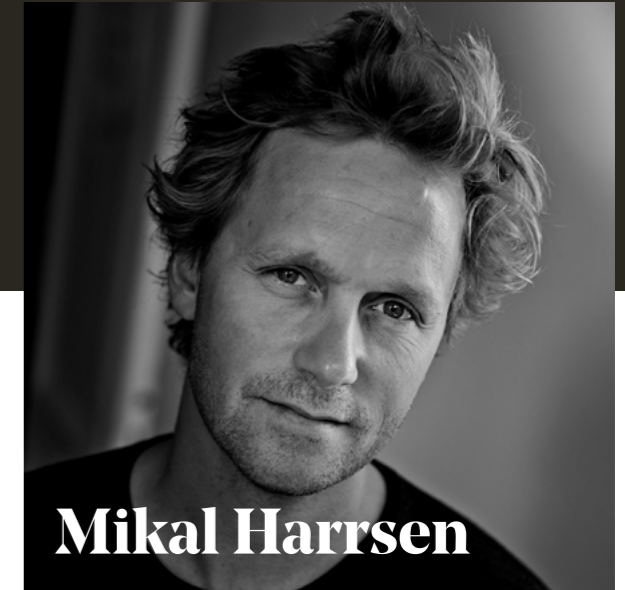
“The question ‘What would Niko Kralj do?’ is central to Zelo’s design process. The new chairs are my take on a design classic, each with its individual character, manufacturing technique and outdoor furniture version.”



Bart Schilder

Bart Schilder (1981) joined Dutch design company Moooi in 2004 and soon became responsible for the company's product design. He worked at the intersection of product design, commerce and marketing, creating many iconic designs. In his current position, Bart draws on his experience and explores new areas to create designs which enhance everyday lives. Bart supports the Rex Kralj team with corporate strategy and Art Direction.

“I’ve always loved mid-century design. Niko Kralj’s sincere approach to design fits my personal values. I have a lot of faith in the people behind Rex Kralj and it is very satisfying to help build the brand.”



Mikal Harrsen

Mikal Harrsen (1971) is a Danish architect and industrial designer based in Milan. In addition to his work as a designer and collaborator with leading international design brands, Mikal is an entrepreneur. In 2012, he established the successful furniture brand MA/U Studio in Copenhagen. In 2017, he moved the company's operations to Italy as the brand merged with the Boffi & DePadova brands based in Milan. Today, Mikal focuses his attention on exploring isolated aesthetic aspects of materials and design.

“My passion for modernism and geometrical elements is what connects me to Niko Kralj.”

Rex

The story of the foldable Rex began in the 1950s with the Rex Lounge chair. Its design incorporated innovation, functionality, and beauty. Niko Kralj succeeded in developing the most comfortable chair of its kind by stretching the boundaries of bent plywood and minimising material use, all while maintaining a focus on aesthetics. This resulted in an indispensable series of furniture that has stood the test of time: the Rex collection.





Rex Lounge Chair

Lounge chair, design Niko Kralj, 1956

A chair that has served generations and the cornerstone of Rex Kralj's foldable furniture collection. Over two million Rex Lounge Chairs have been produced up to date.

Niko Kralj's masterpiece is the ultimate exercise in combining comfort, style and practicality. The back and seat are made of bent plywood, which is cut to allow the wood to bend in curves. This makes it a very comfortable piece of furniture. The cut plywood gives the chair its low weight and airy appearance. Its clever curves make for excellent foldability.





Rex Chair

Dining chair, design Niko Kralj, 1956

The story of the Rex furniture collection began in the 1950s with the Rex foldable chair. Its design incorporated innovation, functionality and beauty. Niko Kralj stretched the boundaries of bent plywood while maintaining a focus on aesthetics, resulting in an indispensable series of furniture that has stood the test of time: the Rex collection.

The Rex Chair is a key product in this collection, merging ergonomics, comfort and uncompromised folding functionality in a lightweight piece.

Rex Rocking Chair

Rocking chair, design Niko Kralj, 1956

The carefree member of Rex Kralj's foldable furniture series. This chair exudes relaxation and comfort, rocking in rhythmic motion at home as well as in working environments.





Rex 120

Lounge chair, design Niko Kralj, 1953

The Rex 120 is as stylish today as it was in 1953, when it was first produced. This high-end piece of the Rex collection displays effortless minimalism and airiness. Produced without compromise in oak and walnut, the chair radiates quality and sophistication for the enjoyment of every design connoisseur. Rex 120 is the ultimate chair for relaxing and contemplating in style.

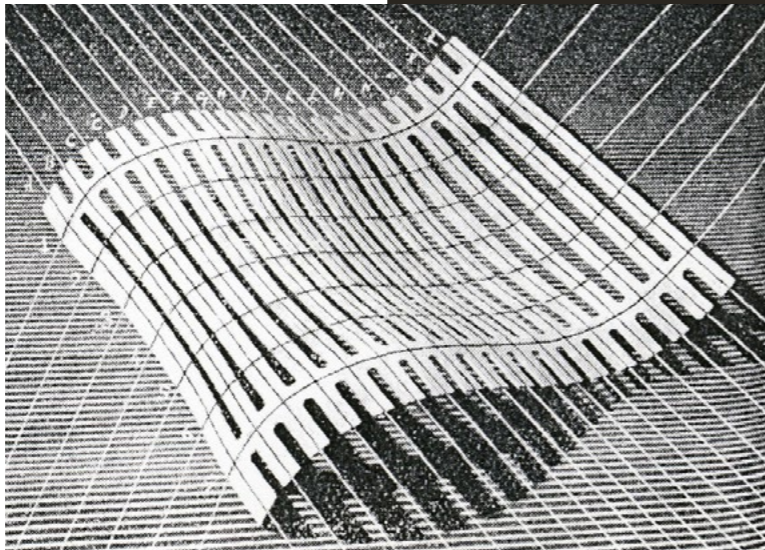
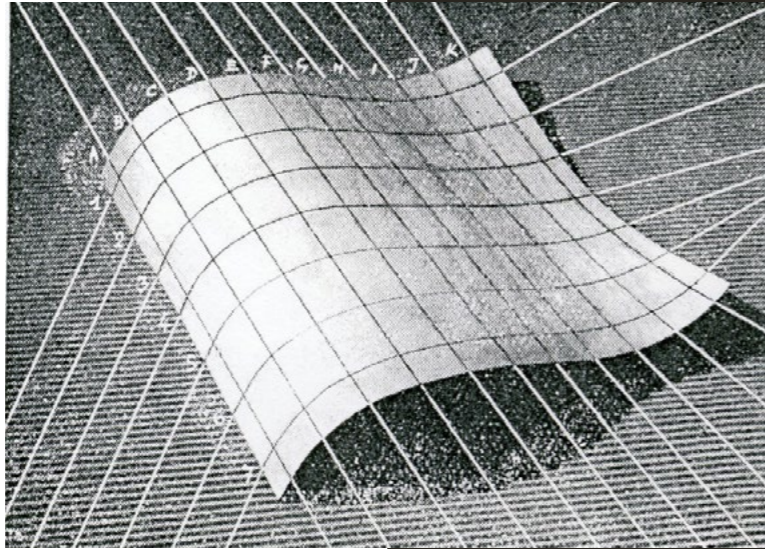
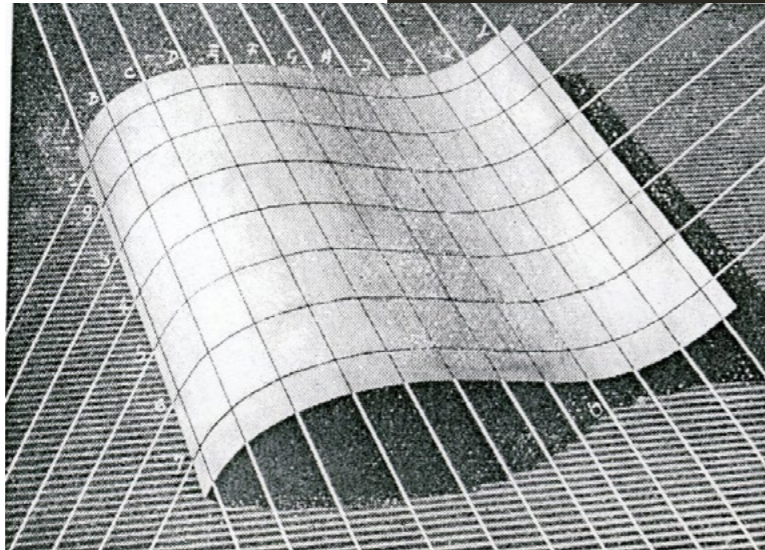




Rex Coffee Table

Coffee table, design Niko Kralj, 1957

The Rex Coffee Table is always there when you need it. Foldable into a flat piece, the table is easy to stow and sturdy when used. Form and function fuse together into a mid-century design with architectural flair.



The Innovation.

The Rex foldable furniture collection originated in a period when Niko Kralj was looking for new possibilities for the then-new technology of bending plywood. This new method made it possible to produce high volumes of furniture, with optimal use of raw materials.

The essence of the Rex design patent lies in perforation, which enables the wood to be shaped not just in one direction, but in multiple directions with smaller radii. It allowed Niko to create ergonomically shaped panels, which were then applied to the Rex Chair. The perforated plywood panels were fitted with teeth at their edges. These teeth are implanted into a solid wood frame and because the frame sustains only short grooves, it doesn't get weakened by it.

The result is one of the most integral pieces of furniture ever made. A combination of comfort, practicality, strength, durability, optimal use of materials, and a stylish appearance. It's a textbook example of a designer's response to expanding on new technologies and materials, considering effective production, aesthetics, and market needs. Industrial design, before it was invented.

The Rex's low material use and flat foldability (only 8 cm thickness!) made it a very successful export product and served in not only households but also in semi-outdoor locations and public spaces ever since its launch in 1956. Over 2 million pieces have been produced, in varieties such as Armchairs, Lounge Chairs, Daybeds, and small tables.

The Rex collection remains an inspiration for us to expand our brand by closely following technological developments and possibilities, realizing designs that serves people and are produced with the highest regard for materials, people, and the environment.

Shell

The Shell collection is based on one of Niko Kralj's most exemplary designs. Niko developed the notion of using two plywood parts in the early 1950s, aiming to create an ergonomic 'Lupina' chair that formed a single, basic component. With various shapes, applications and frames, the concept has been used for decades in offices and homes as well as for public seating.

Over time, the quintessential model, which we now refer to as Shell, has come to embody the most iconic approach to the concept of two folded pieces of wood. Its bold contour and smooth curves make this chair instantly recognisable and a pure design classic.





Shell Chair

Dining chair, design Niko Kralj, 1956

Dating back to 1956, the Shell Chair is known for its remarkable construction: two curved plywood panels entwine to satisfy both the eyes and the posture. Its thoroughly developed ergonomics make this chair ideal for long, pleasant dinners or meetings requiring style and comfort.

This item forms the core of a versatile range of high and low Shell chairs and is suitable for all kinds of settings. Be it at home, in public or in office environments.

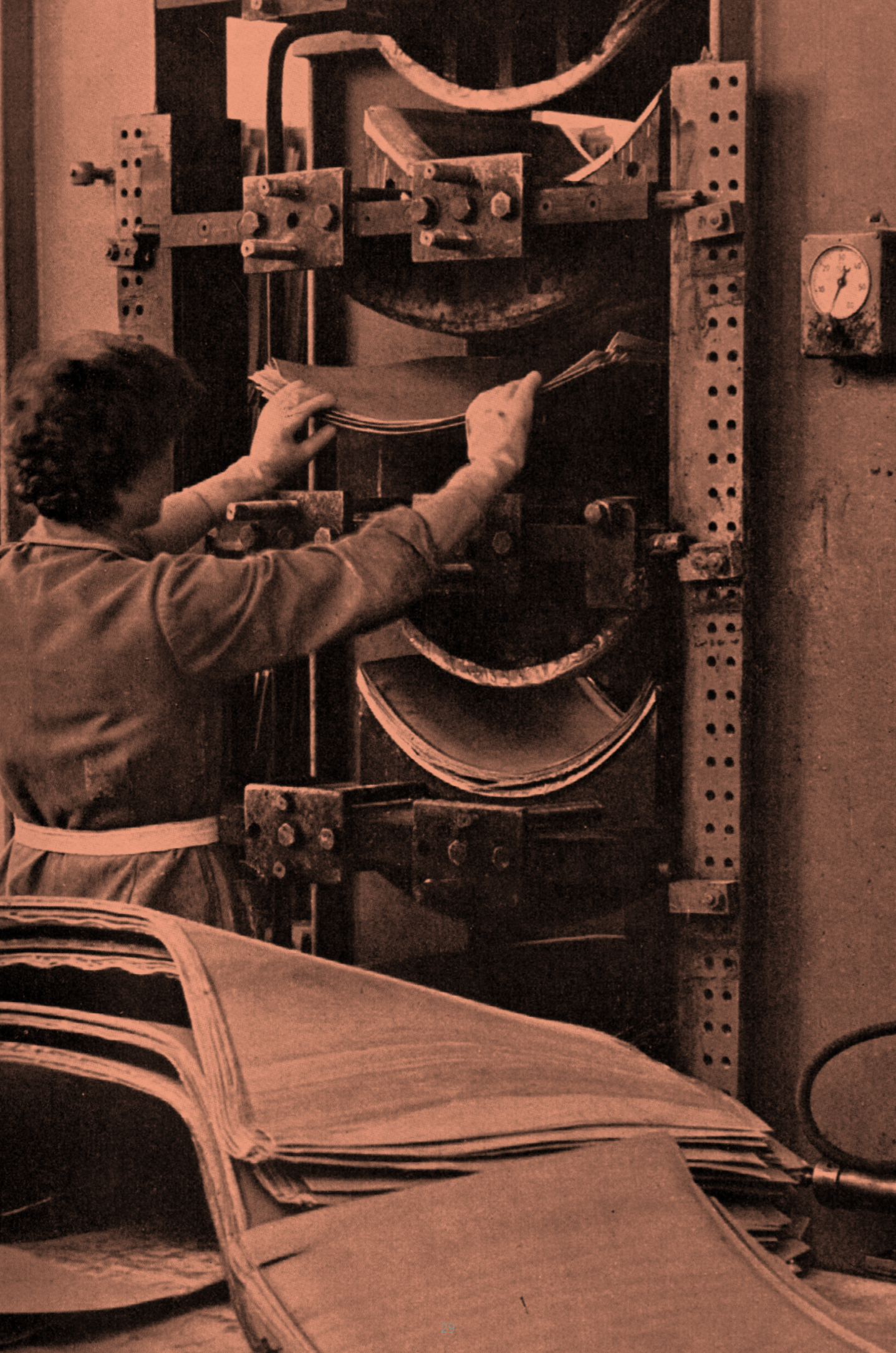




Shell Wood Armchair

Dining chair, design Niko Kralj, 1956

The Shell Wood Armchair was designed together with the original Shell Chair. With its gently shaped wooden armrests, this chair is both stylish and ergonomic. Its unimposing legs match the curved plywood's gentle appeal. It's upholstery in fabric or leather enhances the chair's look and feel.



Shell Lounge Chair

Lounge chair, design Niko Kralj, 1956

The Shell Lounge Chair is a magnificent example of designer Niko Kralj's craftsmanship. Simple yet sophisticated, the chair's converging plywood panels offer the user the most comfortable experience. With its pleasant curve and prominent angles, this lounge chair is daring but never bold.

Suitable for daily use, the Shell Lounge Chair is the ultimate piece in hospitality and comfort. The chair comes with or without upholstery and can be adapted to suit any kind of use.



Shell Square Lounge

Lounge chair, design Niko Kralj, 1956

With a square frame holding two shells, the Shell Square Lounge is an interesting blend of striking geometric lines in metal and softly curved plywood. Niko Kralj elevated the Shell Chair to a new level, displaying the infinite possibilities of the Shell concept.

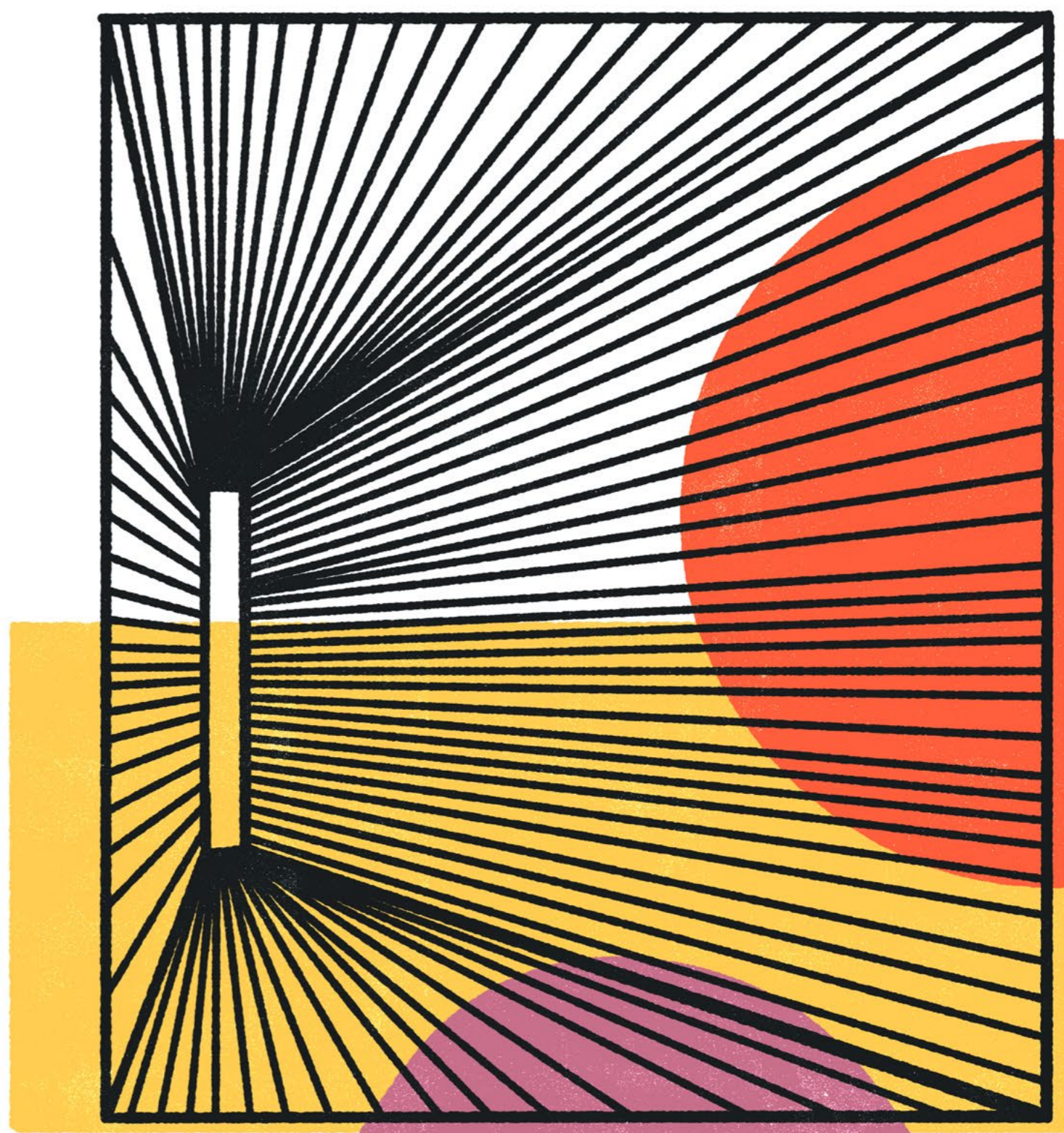
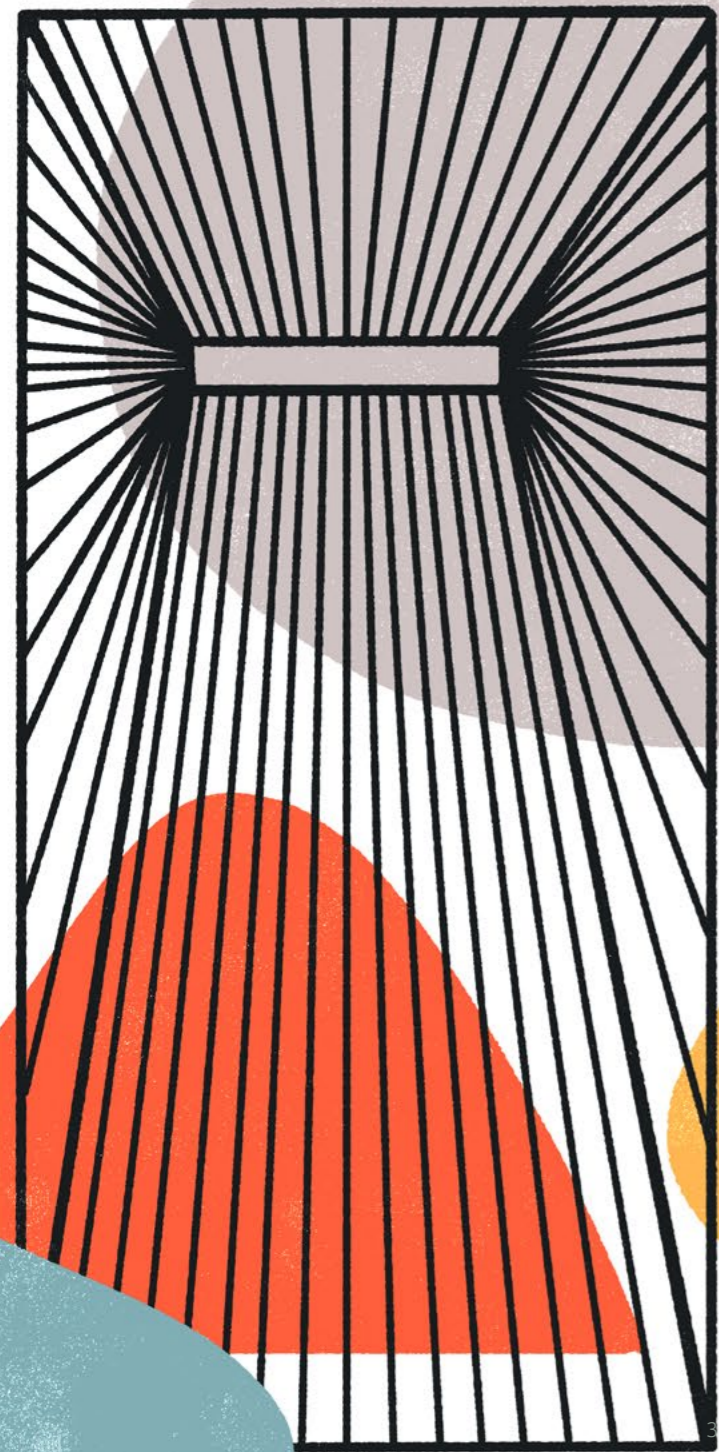
For ultimate luxury and relaxation, the Shell Square Lounge can be upholstered in sumptuous leather or fabric and used in conjunction with the Shell Footstool.



Shell Footstool

Footstool, design Studio Rex Kralj, 2019

For ultimate luxury and relaxation, the Shell Footstool in sumptuous leather or fabric can be used in conjunction with the Shell Square Lounge.



Zelo

The Zelo family can be regarded as Tom Fereday honouring the work of Niko Kralj. Inspired by the curved surface of Niko's Shell chair, Zelo chairs are modern classics. Tom Fereday's eye for detail and sophistication merge into geometric perfection. With not one line too many, the design is both minimal and elaborate at the same time.



Zelo Chair

Stackable dining chair, design Tom Fereday, 2020

The generous shell of the Zelo Chair, constructed using slim metal wires, offers comfort and a modernistic twist on contemporary scenery. With its perfect stackability and hardwearing cataphoresis, powder coated surface, this chair is the ideal companion for outdoor hospitality. Also available in stainless steel for extreme durability and a lasting appeal.

**Stainless Steel versions that
endure even the most
extreme outdoor
conditions.**



Zelo Lounge Chair

Stackable lounge chair, design Tom Fereday, 2021

This low, wide version of the Zelo Chair enriches outdoor environments with uncomplicated comfort and practicality. Stackable, low weight, strong and designed to endure all kinds of weather conditions. The Zelo Lounge Chair is one of those indispensable pieces of furniture that will leave you wondering how you ever lived without it.





Zelo Armchair

Dining chair, design Tom Fereday, 2020

Enhancing the generous curves of the Zelo design with an elegant frame, topped-off with oiled acacia armrests, the Zelo Armchair offers durable comfort in both public and private spaces. Its horizontal expression in slim metal wires shaped in gentle curves creates a timeless but subtle statement. Choose the Zelo Armchair in stainless steel for even more uncompromising durability and that shining metal appeal.





Zelo Barchair with Arms

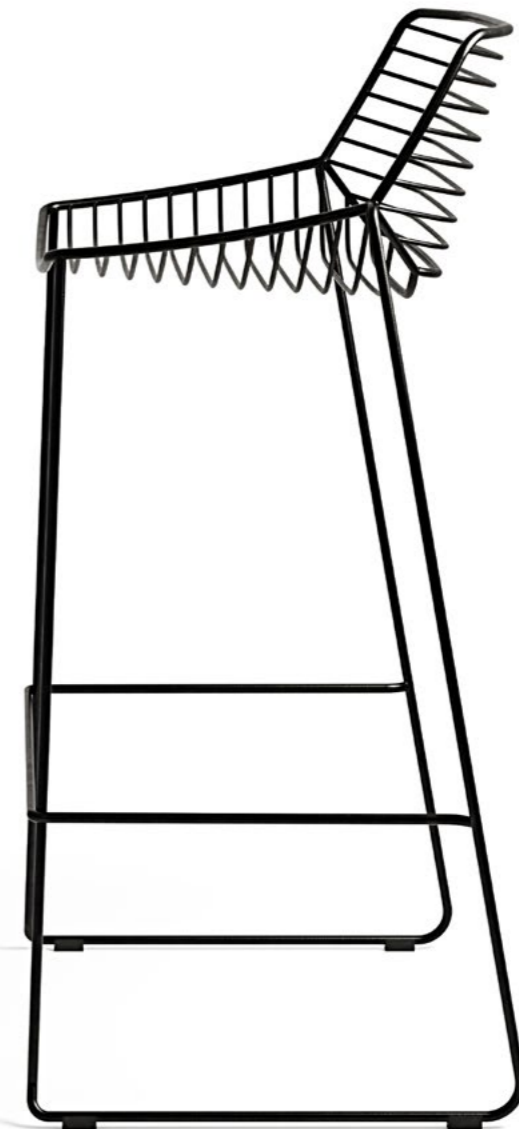
Bar chair, design Tom Fereday, 2020

Resting on a square, sturdy frame with a flat metal support, this slim wireframe shell-shaped seat embodies the characteristic elegance of the Zelo chair family. The Zelo Bar Chair's graceful, sophisticated design will add a touch of class to any raised seating environment. The chair comes in two heights and is ideal for bars and kitchens. We also developed a stainless steel bar chair perfect for the extremely demanding conditions of, for example, the seaside.

Zelo Barchair

Stackable bar chair, design Tom Fereday, 2021

With the dependable comfort of its ergonomically shaped wireframe shell, the Zelo Bar Chair offers a practical solution for everyday outdoor and indoor use with a modern, elegant design. This cleverly designed chair is stackable, making for an easy setting up and clearing of outdoor terraces.





Zelo Chair Seat Pad

Seat pad

A new, revolutionary approach to outdoor seating is encapsulated by the Zelo Chair Seat Pad. It is produced using 3D-knitting, which makes it possible for a single machine to create the upholstery and fill it with the same material. The open structure of the clever interior seat design allows for water to run right through, reducing drying time to almost zero. No more taking off the cushions due to a splash of rain. Zelo chairs and pads are ready to use anytime.

CC

The construction of a table, the legs and their connection to the top, is related to architecture in many ways. Tabletops often hide the beauty to be found underneath. The Cross Connection (CC) family offers a unique view of this often unseen area by separating the legs from the elevated tabletop. Stand-alone pieces to admire and enjoy.



CC Table

Dining table, design Studio Rex Kralj, 2017

The tabletop of the CC Table floats effortlessly above a sturdy solid wood frame.

Inspired by a constructive element from the 1950s, the CC Table embodies a contemporary approach to the timeless compact round dining table. Produced in solid wood with an elegant chamfered veneer tabletop, its overall design exudes warmth that derives from its palpable mid-century appeal.

The CC Table is available in oak and walnut and can be complemented with a matching stool.

CC Stool

Stool, design Studio Rex Kralj, 2017

The CC Stool is similar in design and finish to the CC Table and is its perfect companion. Ideal for occasional seating, this item is an elaborate take on a wooden stool. With a solid wooden frame and a curved seat, the CC Stool possesses a unique character and works as a stand-alone piece.



CC Club Table

Side table, design Studio Rex Kralj, 2017

The CC Club Table is a cheeky take on a side table. A great piece for situations demanding a tabletop. The name 'Club' says it all. The perfect accompaniment for afternoon drinks, a game of cards or intimate conversations. Both the design and the wood blend well with contemporary lounge chairs and sofas.



Mosquito

In his quest to define comfort and beauty, Niko Kralj designed a double curved seat. However, it proved too complicated to produce the piece in wood. By coming up with the ingenious idea of splitting the seat into two parts, he created a delicate winged design. With its gentle curves, this solution is now regarded as the most original of its kind.

The Mosquito family celebrates original early-1950s design and comprises two pieces: the Mosquito Chair, with its sophisticated slotted backrest in plywood and the Mosquito Barstool, with its pure expression of the mosquito wing shape.





Mosquito Chair

Dining chair, design Niko Kralj, 1953

Named after its wing-like seat, the Mosquito Chair is a genuine eyecatcher, an elegant piece with a touch of class.

This innovative design proved too demanding for 1950s manufacturing methods. But thanks to recent efforts by Rex Kralj to bring this exemplary chair to life using modern machinery, design enthusiasts can now enjoy this fine example of innovative furniture.

The Mosquito Chair comes in several distinctive colours.







Mosquito Barstool

Barstool, design Bart Schilder, 2020

Bart Schilder drew his inspiration from the strong graphic appeal of the wing-like seat and angular legs of the Mosquito Chair to design a new barstool. With the same split seat design and clever construction, this stool is a unique piece for hospitality and home environments.

The Mosquito Barstool comes in two heights and several colours and the stainless steel footrest allows for intensive use.



1960

The 1960 family range is built on the satisfying invention of bending wood into shapes which optimally suit the human body. While maintaining the likeable tactile properties of natural wood, the design that underpins the 1960 range never goes out of style.

The cleverly designed curves of the original chair by Niko Kralj inspired us to work on a complete 1960 range to meet present-day demands for authentic design and uncomplicated warmth.





1960 Chair

Dining chair, design Studio Rex Kralj, 2018

Geometric lines meet smooth curves in the 1960 Chair.

The fluent curves of the plywood are supported by a square frame, which creates a lightweight chair with a dynamic feel. The 1960 Chair allows for comfortable sitting on a well-shaped plywood seat.

The seat and backrest are also available with offset upholstery, which creates additional comfort without diminishing the contours and subtleness of the original design.

1960 Stacking Chair

Stackable dining chair, design Bart Schilder, 2022

This stackable version of the 1960 Chair offers the same comfort as the regular 1960 Chair, but has a stackable frame to offer additional functionality for multifunctional spaces. Flexible, comfortable and stylish.





1960 Wood Chair

Dining chair, design Niko Kralj, 1960

Designed at a time when the combination of solid wood and plywood led to an unbeatable type of chair, the 1960 Wood Chair embodies retro chic and is built to last. The chair is easy on the eye thanks to the soft-edged frame and both seat and backrest can be upholstered for additional comfort.





1960 Armchair

Dining chair, design Bart Schilder, 2020

The 1960 Armchair version of the metal frame chair complements the 1960 dining chair family. Designed to be used in busy settings, this comfortable chair has textural wooden armrests and a plywood seat and backrest.

With its sturdy metal frame, the 1960 Armchair can easily cope with long days of intensive use. It is also available with offset upholstery for the seat and backrest.

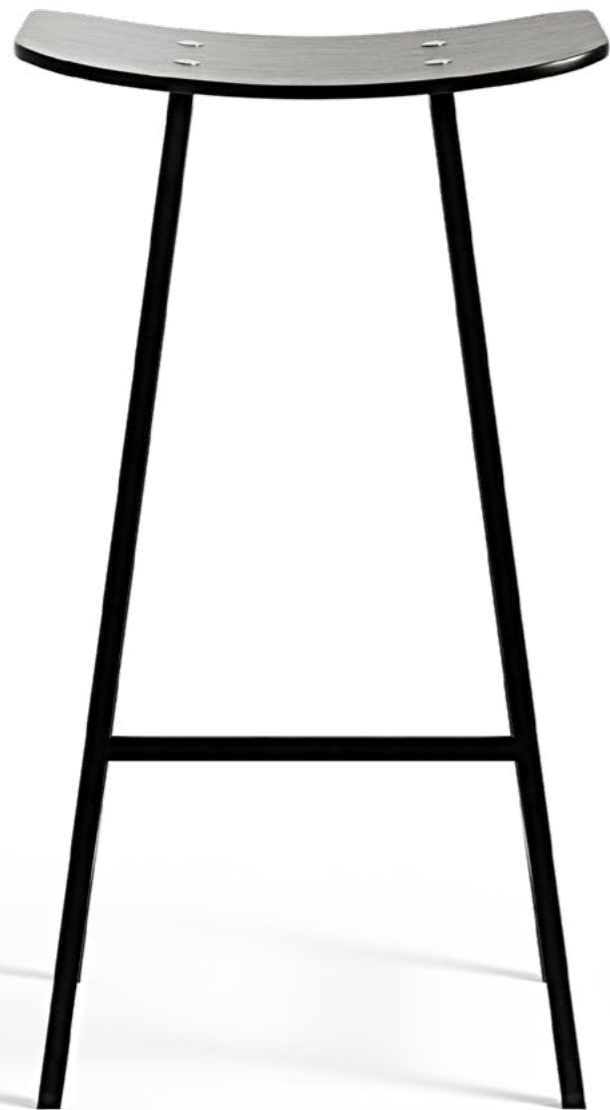
1960 Barchair

Barchair, design Bart Schilder, 2020

The 1960 Barchair is a new take on the angular design of the 1960 Chair.

It comes in two heights and offers the ultimate in comfort for bars and kitchens. The sturdy metal frame allows for intensive use. The seat and backrest possess an aesthetically appealing curved shape, which makes the 1960 Barchair very likable and highly adaptable.





1960 Barstool

Barstool, design Bart Schilder, 2021

The 1960 Barstool offers a minimalistic yet well-defined design for high seating. The angular frame and pleasantly curved seat provide a surprising degree of comfort. Its stylish, timeless appearance can be complemented with luxurious seat upholstery.



Pilotis

Pilotis are ground-level supporting columns often found in modern architecture. Famously used in brutalist buildings, these pillars raise the inhabited space of a structure, keeping it safe from elements of nature, freeing up room for circulation underneath and conveying a sense of lightness. Pilotis tables celebrate this architectural principle in recognition of the connection between interior design and architecture.



Pilotis Ply Table

Dining table, design Bart Schilder, 2022

A tabletop surface supported by four slender plywood legs bent to create strength. This concept of folding surfaces is borrowed from ancient 'Ori' knowledge and makes for a flat-packed table with a lightweight structure and an archetypical design.

Pilotis Ply Table is a tribute to the pioneers of bent plywood, designed with people at heart. Suitable for work and play, Pilotis Ply serves all purpose.





4455

Dating back to 1955, 4455 is a unique design statement by Niko Kralj, way ahead of its time. Even today, the sleek backrest made out of a single piece of bent solid wood presents a demanding challenge for wood manufacturers. Strong and durable, sophisticated and timeless.



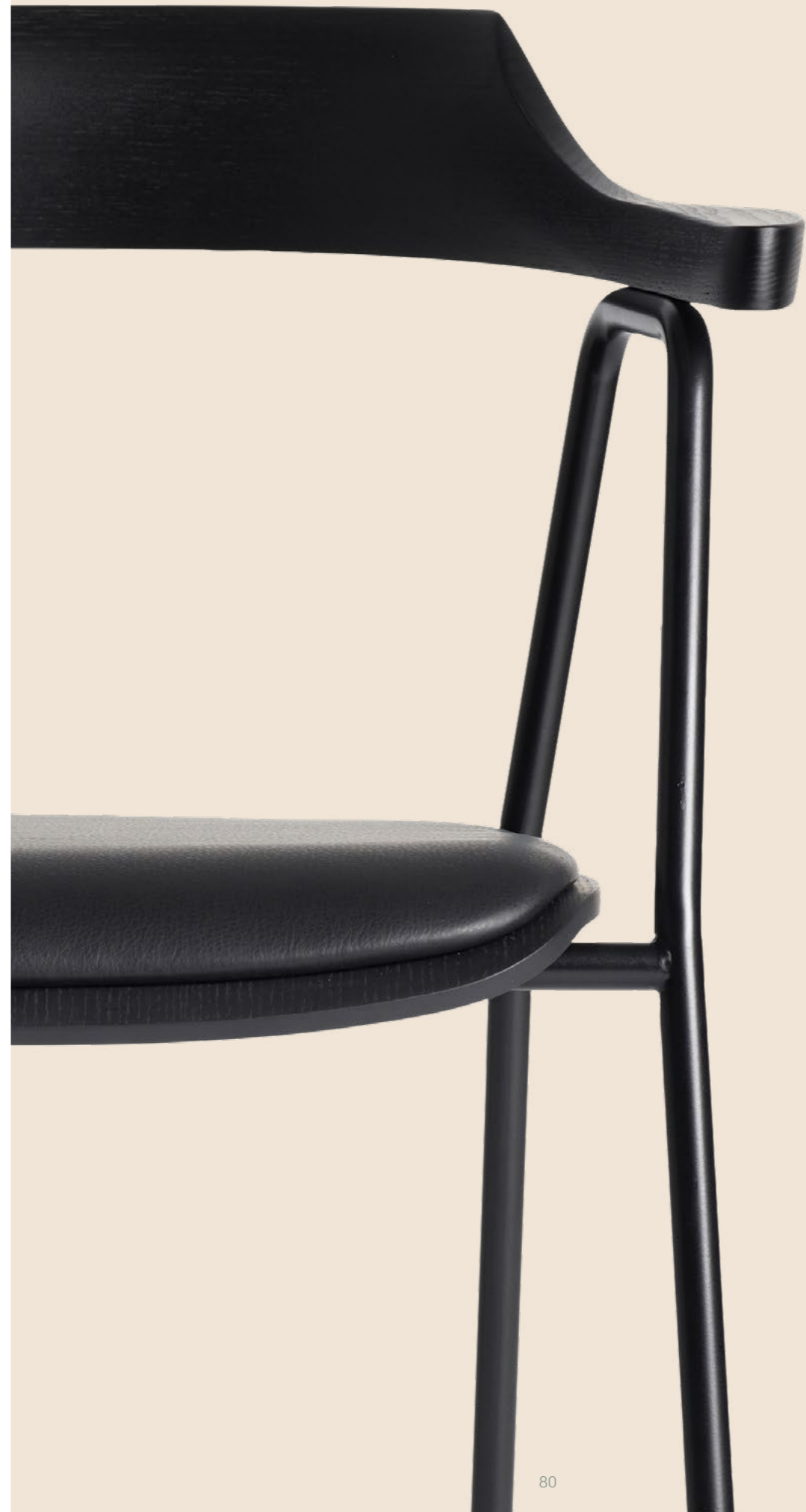


4455 Chair

Dining chair, design Niko Kralj, 1955

The 4455 Chair has an airy appearance thanks to the open space between the armrests and seat. With its distinctive formal presence, the 4455 Chair is completely at home in modern architectural surroundings, perfect for tranquil settings and professional environments.

The 4455 Chair comes with a black powder coated frame and can be complemented with offset upholstery for the seat.





Ena

Inspired by the authentic values of humanistic design, Mikal Harssen created a table range for Rex Kralj. Clean, simple lines and functionality define Ena, a true example of design that serves. Ena, meaning 'one' in Slovene, is a central leg table in several sizes with a clever additional feature underneath its tabletop: a horizontal bar to suspend your personal belongings. Ena Table is suitable to use both indoor and outdoor. Its customisable size and tabletop make this the ideal table for any project.



Ena Table

Small table, design Mikal Harsen, 2020

With its clever and subtle central leg, the Ena Table is both versatile and practical and can be used in different environments, including hospitality settings. Its soft edges and well-finished connections create a sophisticated look. Ena's design maintains purity in form, while the hook adds both a practical and unexpected detail.

A woman is sitting at a dark table in a dimly lit room with a brick wall. Her right hand is resting on the table. A black bag with a gold buckle hangs from the table's edge, positioned directly underneath the tabletop. The woman's legs are crossed, and she is wearing a dark top. The overall mood is sophisticated and modern.

**A convenient
feature, right
underneath
the tabletop**



Ena High Table

Bar table, design Mikal Harssen, 2020

The Ena High Table is perfect for casual seating. The elegant, minimal design and central leg offer freedom to move but enough stability to endure. The Ena leg concept with the additional horizontal bar allows you to suspend your belongings above the floor, keeping them close, clean and safe.



SQ

The SQ family range is contemporary, functional and clean-cut. The simple, airy design allows for adequate space underneath and offers the slender tables a serene, unassuming quality. The pieces come in different heights and accentuate any interior decoration.





SQ Side Table

Side table, design Studio Rex Kralj, 2018

With its metal frame in slim square tubing, this side table perfectly matches the Shell Lounge Chair. The elegant frame supports a small 45 cm diameter tabletop in wood veneer.

SQ Coffee Table High

Coffee table, design Studio Rex Kralj, 2018

The SQ Coffee Table, with a diameter of 65 cm and height of 39 cm, is a compact table for casual use. The sleek metal structure and chamfered wood veneer top combine to create a highly contemporary piece.

SQ Coffee Table

Coffee table, design Studio Rex Kralj 2018

The SQ Coffee Table with its diameter of 80 cm and height of 33 cm is the larger solution for low seating. With its wide wood veneer top resting on a subtle metal frame, the SQ Coffee Table Low is just right for those special, cheerful moments.



SQ Oval Coffee Table

Coffee table, design Studio Rex Kralj, 2021

The SQ Oval Coffee Table works great as a solitary piece fit for living rooms. When more table space is needed, it combines perfectly with the other elements of the SQ collection of small tables.



SQ Desk

Desk, design Studio Rex Kralj, 2020

SQ Desk is a small home office desk with an airy appearance. Composed with a black metal frame and fitted with a solid wood drawer for your stationaries, it is as stylish as it is functional.





Custom

and bespoke



Custom and bespoke

We offer various options for the customisation of our products, including custom colours, sizes and finishes. We can also deliver bespoke products to your specification in combination with orders from our principal collection. Please inspire us with your request and we will inform you of the possibilities, prices and lead time for your project.

Upholstery

We have selected a range of high-quality fabrics and leathers for our upholstery options. On request, fabrics and upholstery materials can be tailored to comply with mandatory standards for fire resistance, especially for the UK and US markets, and are delivered with the required labelling.

Please refer to the price list and product information sheet for upholstery options per product. In addition to our principal offer for upholstery materials and colours, we also provide the option for customers own fabric (COF) and customers own leather (COL). Contact us with your request and we will inform you of the possibilities and requirements.

Product compliance

Our furniture is tested according to applicable international standards for strength, durability and stability and comply with official criteria. Our products will endure intensive use for long periods.

Production

All our products reflect our commitment to the pleasant and healthy working environments we strive to achieve. Excellent working conditions for both ourselves and our suppliers are therefore guaranteed.

Our production facilities are based in Slovenia and our wood and components come from Slovenia and neighbouring countries. We closely monitor our supply chain, so we know the origins of materials and can guarantee quality and sustainability. We take pride in using high-grade materials, whether we are working with steel, solid wood or plywood. When the time comes for one of our products to be replaced or discarded, it can easily be dismantled and the elements separated and recycled.

The serviceability of our products comes natural to us. We use fixings which allow components to be dismantled for repair or replaced with spare parts.



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Bart Schilder

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Marieke Verdenius

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info@rex-kralj.com

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Gervasoni Spa

Viale del Lavoro, 88

33050 Pavia di Udine

Udine – Italy

Ph +39 0432 656611

rex-kralj.com



CATREXKRALJ24



The background is a vibrant red color with large, irregular black shapes. Within these black shapes are several teal-colored elements: a circle on the left, a large circle in the center, and a triangle at the bottom. The overall composition is abstract and modern.

 **REX KRALJ**
www.rex-kralj.com