

ISSUE 01

# Treku Magazine

Zarautz: the place / Of whales and furniture / How Aldabaldetrecu became Treku /  
Collections: Lauki, Aura, Kai, Tables & Bel.





A tree. A tree that plunges its roots into the land from which it was born and that, simultaneously, stretches its branches out to the world. This is how the sculptor Eduardo Chillida described the relationship that he and his works of art had with the Basque Country and the rest of the world. At Treku, we design and manufacture home furniture. We extract raw materials from nature, always in a respectful way, and transform it into designer furniture. Timeless. Universal. And we do this just a stone's throw away from our own home. Now, we are following on the path forged by our grandfather in 1947, with our roots in our land and our arms open to more than 50 countries.

Always open.

## Zarautz: the place

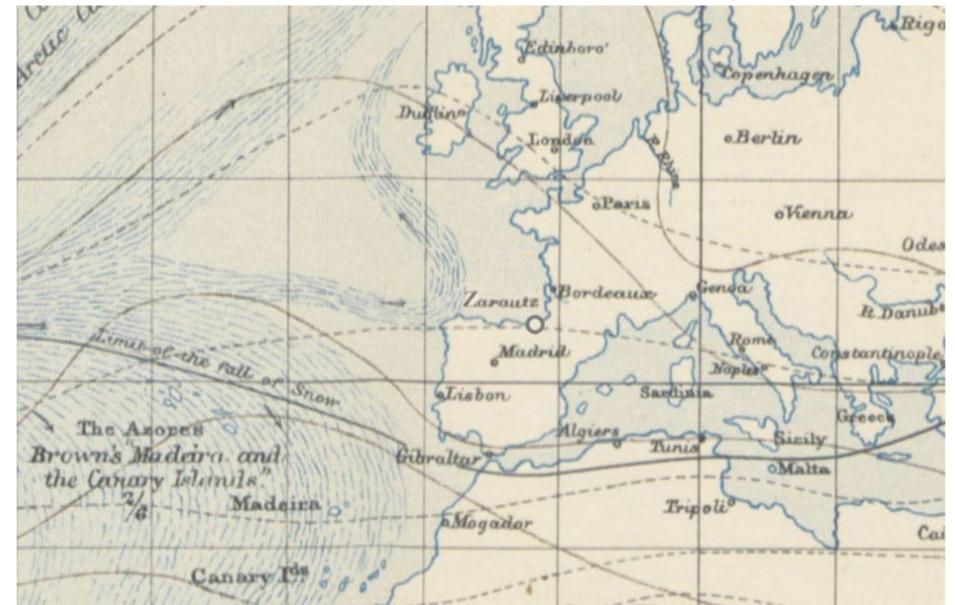
At the south of Atlantic Europe, in the Basque Country, lies a town which brings together the forces of a Europe of frayed seas and green meadows

For centuries, the Atlantic Ocean was Europe's only motorway, the only possible path. It was a sea that provided those towns which rose up on its shores with both food and a thirst for travel.

For centuries, the Atlantic has also been a skilled painter who, using very simple ingredients - a sometimes raging sea, virgin beaches and evergreen mountains - has designed not only an iconic landscape, but also a way of life.

From this union of the sea and the forest, of water and wood, emerged two of the longest-standing industries of all time: shipping and fishing. The Basque Country is one the communities along the Atlantic that has followed, almost by the letter, this script; a community which has always looked upon the sea with respect but also fondness; which has eagerly tapped into its forests' resources but not overly so.

Zarautz is a coastal Basque town located 40 kilometers shy of the French border. It is backed by a small army of mountains and protected by a beach over two kilometers long, well-known by surfers all over the world. In a rural corner of the town lies a discreet industrial area. Here, next to a small stream, is home to Treku, contemporary furniture producers whose history dates back over half a century.







## Of whales and furniture

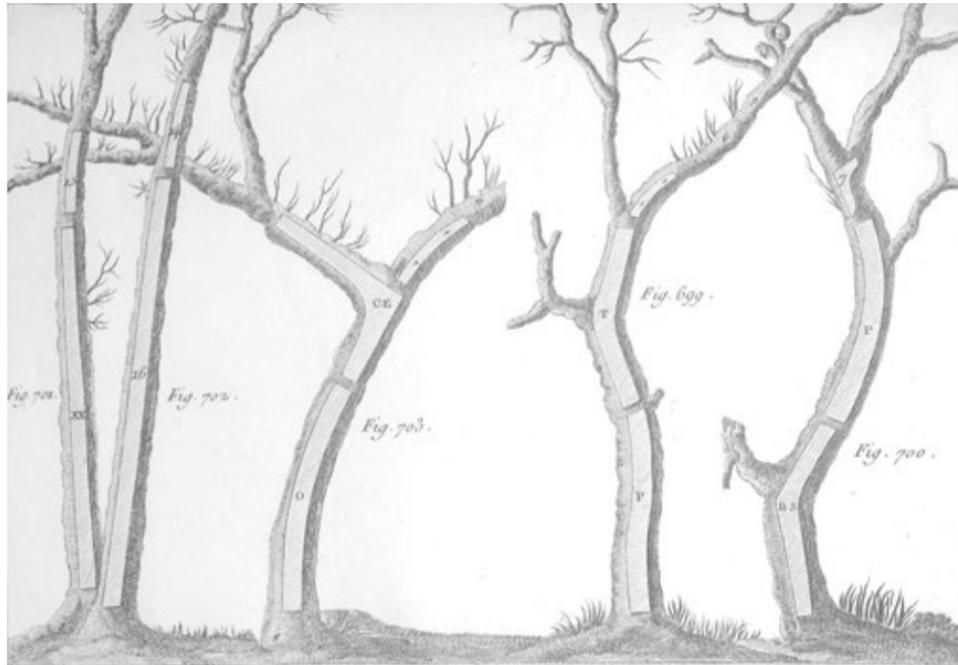
What happened to turn a shipping town into a tourist hot spot with a notable furniture industry?

In 1947, a local from Zarautz, a small coastal town in the Basque Country, opened his own carpentry workshop. His name was Jesús Aldabaldetrecu, he was 36 years old and had been working in the field since he was a boy. Jesús was just another link to a woodworking tradition which dated back more than five hundred years in this neck of the woods in the province of Gipuzkoa. While most of the coastal town of the XVI century were busy fishing at sea, the people of Zarautz were becoming specialists in the construction of small fishing boats and traineras or rowing boats - speedy long boats which were fundamental in whale hunting. The town achieved worldwide fame for its craftsmanship.

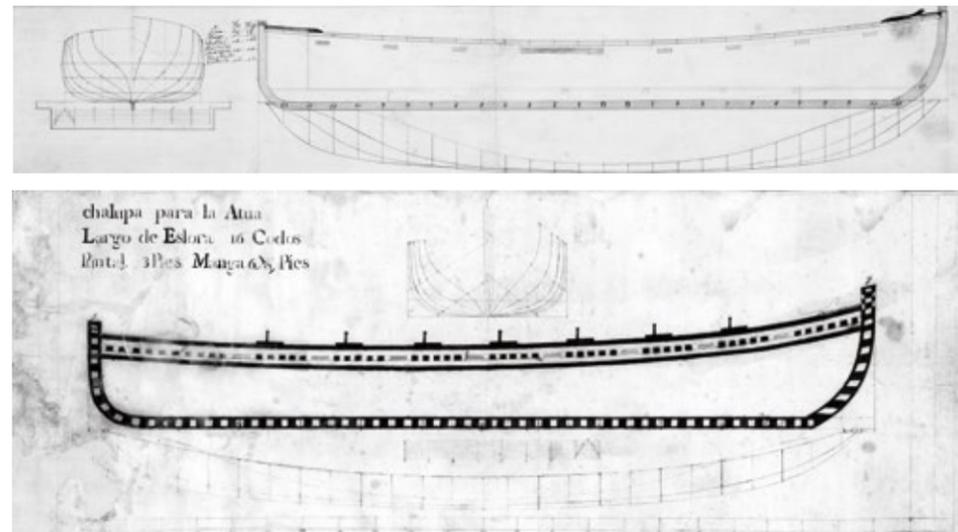
The profound economic transformations occurring in Europe in the mid-XIX century brought with them a decline in traditional riverside shipyards. Crisis loomed on the horizon. A door which had been open for centuries started to close, but various windows were simultaneously flung open. One of these windows was to tourism: at the same time as the industrial revolution, sea and beach tourism became popular on a section of the Cantabrian Sea. Zarautz, with its stretch of beach over 2 kilometers long, was one of the places that Royalty and the bourgeoisie of the time chose to partake in the famous activity known as baños de ola - jumping through the waves while holding onto a rope. The shipyards, where boats were built for centuries, became home to the creation of luxury furniture.

Almost 70 years after being founded, the company Muebles Treku remains in the hands of Jesús Aldabaldetrecu's descendants. Times and designs may have changed, but the handmade resilience and tradition still remain.





Pollarding was a forestry technique used in the shipping industry to alter the growth of trees in order to get the most out of the wood.



Long fishing boats and towing boats designed in Zarautz and used between the XVIII and XIX centuries.  
© Fundación Oceanográfica de Guipúzcoa - Aquarium de Donostia-San Sebastián



The bathing huts on Zarautz beach - its trademark of the first half of the XX century.  
Archivo General de Gipuzkoa, Gipuzkoako Agiritegi Orokorra, OA6638



Treku founder Jesús Aldabaldetrecu with his wife Jesusa.



One of the company's delivery vans from the 60's.



Pieces of furniture pieces from the Viuda de Arruti.  
Viuda de Arruti, Zarautz (Gipuzkoa): Fábrica de muebles de lujo. Obra original perteneciente a los fondos bibliográficos de la Fundación Sancho el Sabio (Vitoria-Gasteiz).

## How Aldabaldetrekua became Treku

What was born as a modest carpentry workshop has turned into a company which crafts contemporary furniture with skill and detail which are very nearly artisan.

When dawn breaks in Zarautz, the rays of the sun take a few more minutes more to fall on the Olaa neighbourhood. The light uses this time to break through the hills among which this entirely rural spot is nestled, just two kilometers from one of the Basque Country's best-known beaches.

Olaa bears no resemblance to touristy Zarautz. It is covered in green pastures still grazed by livestock and is scantily inhabited by a dozen evenly-scattered homesteads, the characteristic Basque farm. A small freshwater stream called Olaa, the very same that gives the place its name, forms its backbone as it crosses the neighbourhood, allowing the road to run by its side. This is home to Muebles Treku's factory, a building which awakens at the same time each day when an operator turns on the furnace, feeding it with discarded wood from furniture construction, and starts up all the machinery. An hour later, when the rest of the workers arrive, the production cycle is already warmed up and ready to go so they can get started on their work.

Xabier and Gorka Aldabaldetrekua, grandchildren of the founder of Muebles Treku and current directors. >





The designer Ibon Arrizabalaga and the technician Asier Manterola during the creative process.

“Modern machinery might take up most of the factory’s surface but fingers and eyes are still at the heart of the production process”.

It hasn’t always been this way because Treku wasn’t always there. The company was established in 1947 in a modest industrial suburb very close to the Zarautz’s historic quarter by Jesús Aldabaldetrecu, the *aitona* (‘grandfather’ in Basque) of the current managers. His vocation was making bathroom furniture for the inhabitants of Zarautz but people soon started to call for his services from towns all over the Basque Country. Although Jesús created classic and simple furniture, he was highly valued by clients who appreciated his conscientiousness, his integrity and his taste for details.

After he retired, his children expanded the business: they transformed the small carpentry workshop into a modern factory and began selling their products across Europe. Treku grew and moved to a new 12.000 square meter factory in the Olaa neighbourhood of Zarautz, and with it emerged the first signs of the subtlety of the furniture design which today characterises all their collections.

The Treku of today is the lovechild of yesterday’s experience and tomorrow’s ideas. “Modern machinery might take up most of the factory’s surface, but fingers and eyes are still at the heart of the production process”. It is these fingers and eyes which select knots and grains in the oak veneers; which are responsible for making a piece of furniture gleam the best ochre which characterizes walnut; or which are capable of distinguishing the pink hues that American oak will

give out in years to come as it ages. The Treku of today is technology and, above all, craft, a wood craft which, for over 500 years has been in the DNA of the carpenters of Zarautz. The Treku of today are the grandchildren of Jesús and its team is made up of carpenters, designers, sales reps and managers.

In a corner of Treku’s offices, filled with the constant aroma of coffee, sits a wooden table of barely a square meter in size. It has no drawers nor additional units. It has a rectangular surface, smooth and austere, on which the accounting of days gone by was done; the painstaking work of the company’s figures and balances. It has been out of use for many, many years but is kept as a nostalgic reminder of what the company once was.

Not far from this table is a world map with small flags pinned on it to mark the countries where Treku distributes its creations. There are more than fifty pins, representing the internationalisation achieved in the past few years. If these pins were to be joined up by an imaginary thread, it would be possible to do a complete loop around the world. This loop began in 1947 with Jesús Aldabaldetrecu, the carpenter grandfather. It is an odyssey whose course is chosen by contemporary and everlasting furniture produced in this rural neighbourhood of Zarautz where dawn always breaks a few moments later.



The mounting section in the Treku factory in Zarautz.



Stitching wood, still an manual process.



Customer services department.



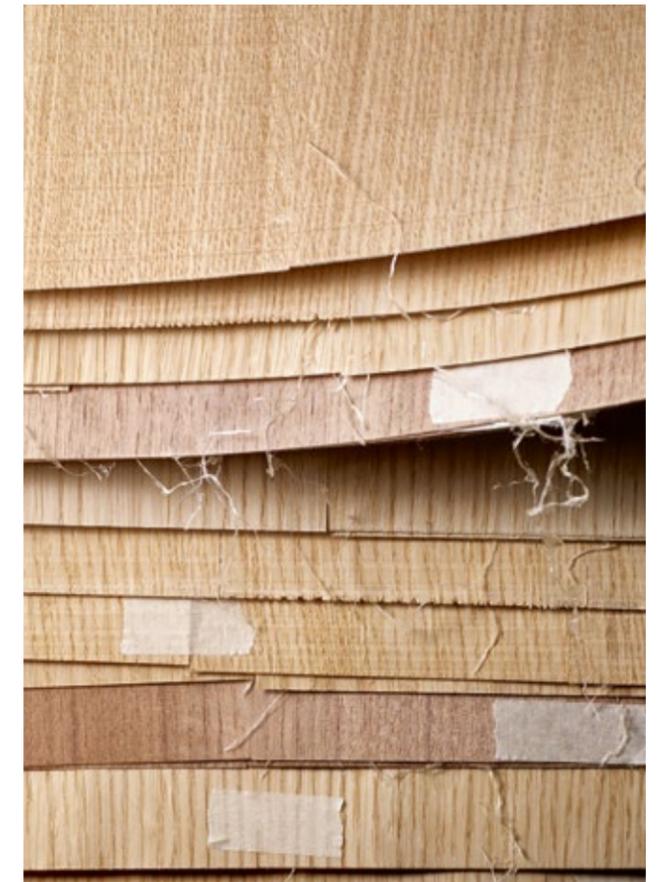
Finished Kabi table manual.



Installing the wooden blinds on an Aura sideboard.



Selecting veneers is painstaking work.



Different tones and details in oak specimens.

# Collections

P. 20 – Lauki

P. 36 – Aura

P. 46 – Kai

P. 60 – Tables

P. 68 – Bel

# Lauki

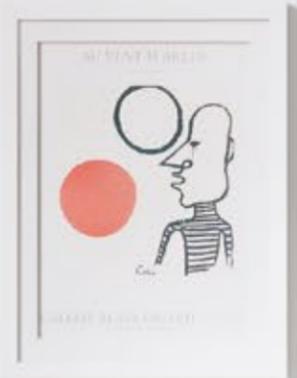
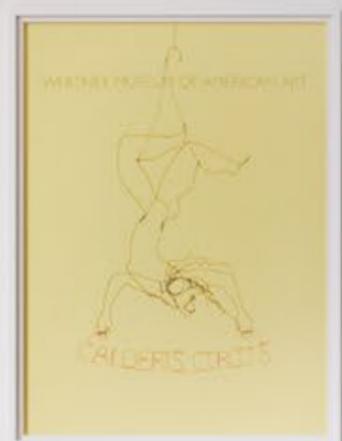
By Ibon Arrizabalaga

The aesthetic subtlety of this collection draws you to it and invites you to touch and contemplate it. A thin half-centimeter frame envelopes the entire piece, outlining the push-to-open drawers that lend a touch of imagination and resolution to a design that is easy to admire yet difficult to materialise.

The Lauki collection is made up of multiple boxes that can be arranged on the floor, piled on top of one another or hung from the wall. Moreover, these boxes are available in a wide range of different measurements, finishes and functions (drawers, doors, open modules, etc.), thus enabling you to create an endless variety of configurations to suit any room. For example, the same module can be used as a bedside table or an office drawer unit. With just a few different modules, you can design a solution for an entrance hall or any other room in the house. And by putting a larger number of them together, you can create a TV unit, sideboard or even a filing cabinet for the office.









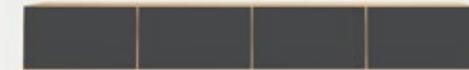






# Lauki Samples

TV & Media units & sideboards



# Aura

By Angel Martí & Enrique Delamo

The Aura collection has been conceived mainly for sideboards and furniture for living rooms and dining rooms. Its design is inspired by the past and under the influence of the design culture of the Nordic countries, which know how to combine tradition and naturalness with large doses of modernity. The result: a collection full of memories that gives off a very modern aura. The metal and wood legs designed especially for the collection reinforce that retro and timeless look. The finish is very important: walnut and oak wood with a hyper-natural finish and a lacquered look which combine perfectly well with the wood.



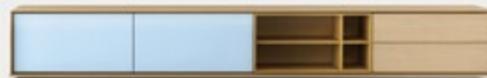
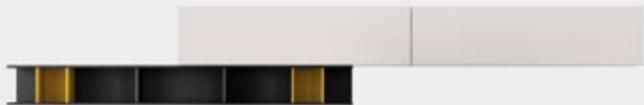






# Aura Samples

TV & Media units, sideboards  
& high sideboards..



# Kai

By Jean Louis Iratzoki

For the design of the Kai collection we have worked with the prestigious French designer Jean Louis Iratzoki. Together we have created a system that is characterised by a harmonious blend of solid wood and different materials such as coloured lacquer, felt and even marble. In other words, we combine fine, high-quality materials with a range of fresher, more modern elements. The personality of each individual piece will depend on the elements used to create it, with a wide range of styles available, from the more open to the more functional, and from the more colourful to the more sober and restrained.













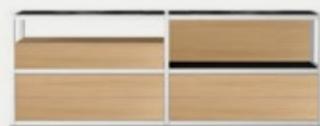
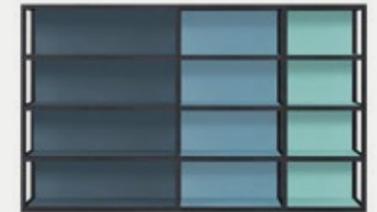
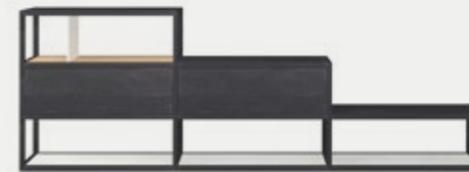
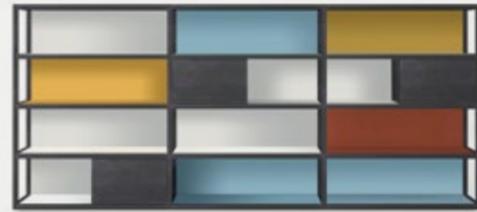
**All is pretty.  
Andy Warhol**

**Moderna Museet,  
Stockholm Swed  
10/2-17/3 1968**



# Kai Samples

TV & Media units, sideboards & shelving  
& media furniture



# Belharra, Bapo & Aise

Tables

Belharra Table. By Jean Louis Iratzoki >





Bapo Table.  
By Angel Martí & Enrique Delamo





Round Bapo Table extended



< Aise Table  
By Ibon Arrizabalaga

# Bel

By Ibon Arrizabalaga

The Bel bed is a work of fine, almost sculptural carpentry. The solid wood frame provides the necessary rigidity and the padded headboard ensures a comfortable reading position. Both the headboard and the upper part of the frame can be upholstered in any of our fabrics or leathers. The model is completed with the collection of Treku bedside tables.



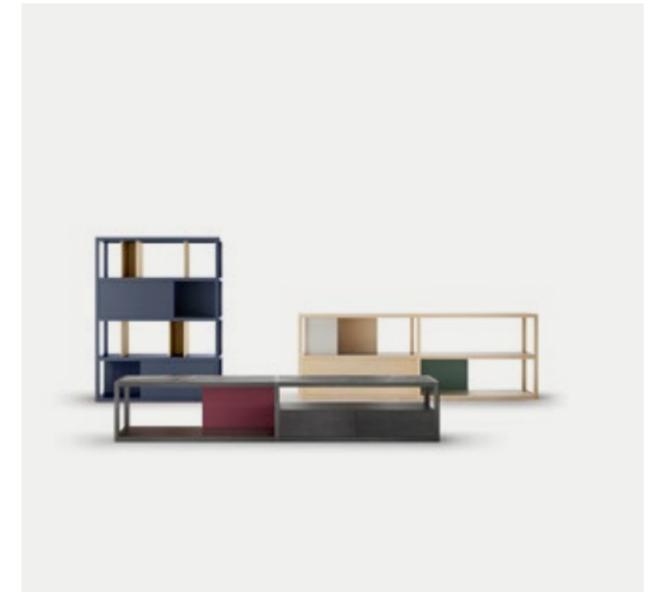




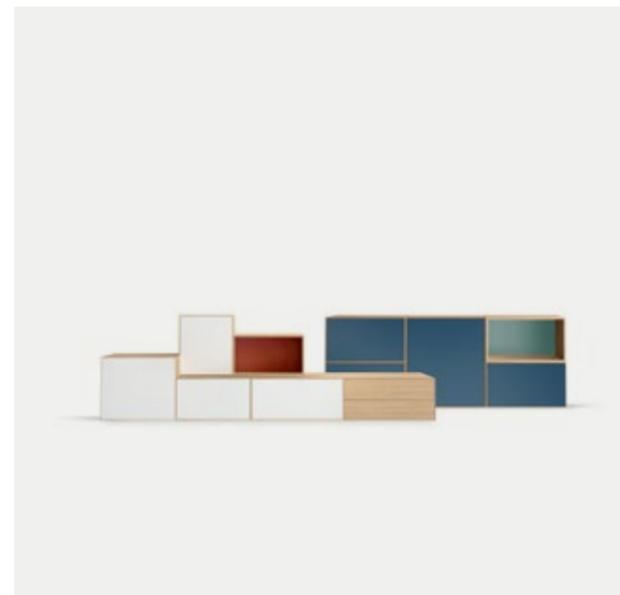
# Systems



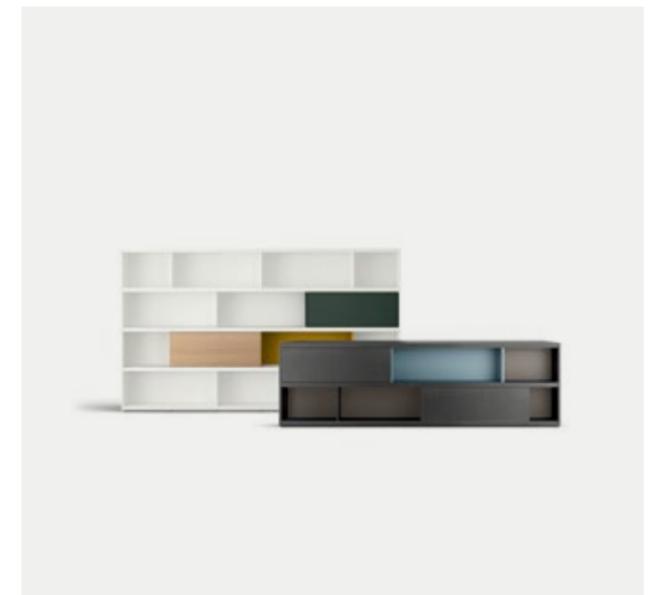
Aura



Kai



Lauki



Lau

# Tables

# Coffee Tables & Poufs



Aise



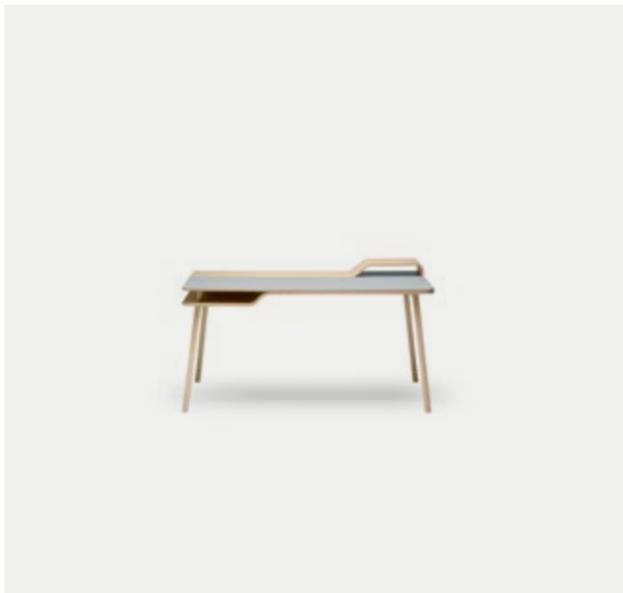
Bapo



Kabi



Lore



Belharra



Laika

# Beds

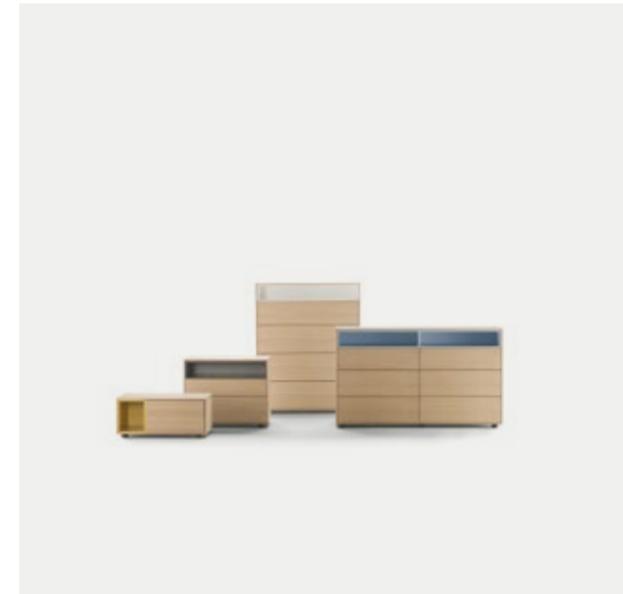
# Night Systems



Bel



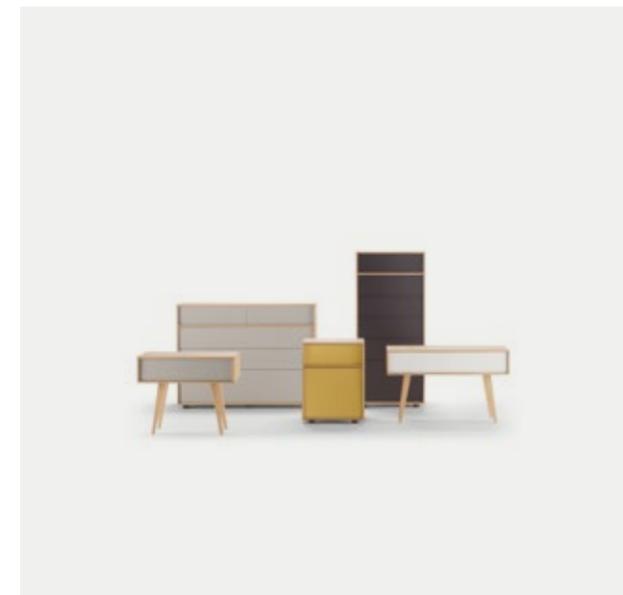
Lota



Ober



Lauki



Duo

# Designers



Ibon Arrizabalaga

Born in San Sebastian in 1972, he graduated in Industrial Design from Escola Massana (Barcelona) in 1996. In 1998, he joined Muebles Treku as a designer. Since then he has been part of TARTE, the team responsible for managing the design of the Treku product range both for the household and industrial line as well as creating the stands for trade fairs and coordinating the development of catalogues for the company.



Jean Louis Iratzoki

In the world of design, Jean Louis Iratzoki, who values authenticity over pretentiousness, has succeeded in making pieces that reveal true character, are durable and resist the forces and passage of time. In 1998, he opens his first work shop in the Basque Country and since then works with top of the line French, Spanish and Portuguese brand names, receiving various European awards.



Angel Martí & Enrique Delamo

Enrique Delamo has a degree in Fashion Design from the Escuela Peris Torres. Angel Martí has a degree in Industrial Design from the EASD Fashion & Design School (Valencia) and product design from the IED European Design Institute (Milan). Since 2006 he has worked with various companies related to home design, carrying out work on design management, image and product design.

TREKU

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