

100%**design**[®]

20 - 23 september 2017

Olympia London

Hall Interiors, stand L512

WATCH OUT FOR
JORI'S LATEST CREATIONS
AT 100% DESIGN

JORI, the Belgian furniture design company, will be introducing their **very latest designs** in London. To mark the occasion of 100% Design, the company will be presenting the **ELISSE** table duo, a **striking** creation by the **Italian** designers POCCHI+DONDOLI.

There will be plenty of products by talented **Belgian designers** too. In collaboration with the VERHAERT NEW PRODUCTS & SERVICES design studio, Jori will be displaying the latest version of one of their **best-selling** sofas, the **LONGUEVILLE LANDSCAPE**.

And for all those among you who have not had the opportunity to view Jori's latest innovations in Milan, at the London trade fair you will still be able to acquaint yourselves with the **elegant PRELUDE** lounge chair designed by POCCHI+DONDOLI, as well as the **elegant LAGOM** armchair, which is a **stunning** creation by the Dutch designer HUGO DE RUITER.

GRACEFUL TABLE DUO ELISSE

Design by POCCHI+DONDOLI (IT)

Coffee and side tables are currently all the rage with interior design stylists. We have to admit that they can be real **eye-catchers**, both as a central focal point or as a side feature, and they help to give the interior an **elegant** and **distinctive** look and feel.

The ELISSE table duo scores **brilliantly** in this respect. The designers Pocchi+Dondoli, with their own Italian flair, have come up with **two particularly beautiful designs**, which are striking in all their **sophisticated** simplicity. This is not only noticeable in the exquisitely graceful shape of the elliptical table top and the elegantly curved metal pedestal, but also in the deliberate combination of **natural materials**. The table top design in **Emperador marble** or **walnut wood** ensures a **warm** and **earthy** effect, which is further enhanced by the material of the base in stylish black chrome or epoxy black. The base which connects 2 rounded triangles into one sleek line is a real **masterpiece** in design in its purest form.



The ELISSE table collection comprises a wide coffee table with an **elliptical** top (150 x 50 cm), and a handy **circu- lar** side table (50 cm diameter).

Just like all the other products in the JORI collection, the ELISSE range is manufactured with true **craftsmanship** at the JORI production workshops in Belgium.

Recommended sales prices: **walnut-top** oval table from ± € 2.164 (incl. VAT), and **marble-top** oval table from ± € 2.692 (incl. VAT)

The '**JORI configurator**' allows to compose the ELISSE as **wished**.

COMPACT & COSY SOFA LONGUEVILLE LANDSCAPE

Design by VERHAERT NEW PRODUCTS & SERVICES (NL)

No design should ignore comfort, and the comfort aspect is deeply ingrained into the genes of JORI. This has also very much formed the focus of the assignment Jori entrusted to the designer, when they commissioned the **restyling** of the **successful** LONGUEVILLE sofa which was first launched in 1998.

The new LONGUEVILLE LANDSCAPE designed by the Belgian design studio Verhaert New Products & Services, meets the need for **high-quality, flexible seating** for more **compact** spaces. The creation also lives up to the seating experience demands of **modern-day** consumers.

Even though, at first glance, the model looks sleek and compact, a lot of intricate work has gone into creating a stylish **nonchalant** look. This is what gives the sofa its **cosy** look and feel. The inventive, softly undulating lines and the discrete **accent piping** is most inviting. The asymmetrical playful seam on the back and seating sections provides extra tensile strength. In order to meet the needs of contemporary users to **snuggle** and **relax**, the height of the back section and the depth of the seating have also been carefully investigated. As a result, the sofa no longer appears rigid, but instead invites the person to snuggle deep into it. The optional loose **back cushions** provide **extra support** for those who require it. The sleekly sculpted corner feet supporting the entire sofa are seductively elegant and strikingly graceful, and they give the sofa its **appeal** and **finesse**.



Given that the success of the original Longueville sofa was also due to the **inventive swivel mechanism of the arm rests**, this system has now also been incorporated into this latest version. There is currently a growing demand for interior design items to offer **flexibility** and **versatility**. In response to this demand, the system enables the user to completely unfold the arm rests to create **2 additional seats**. This is ideal if you wish to extend the seating length-wise, or they can be used as a pouffe to seat **extra guests**. The **additional surface area** is also useful to hold a tray, magazines or your tablet, for example.

Just like all the other products in the JORI collection, this new version of the LONGUEVILLE sofa is manufactured with true **craftsmanship** at the JORI production workshops in Belgium, and is available in **high-quality leather** and **fabric** upholstery in a **wide range of colours**.

Recommended sales prices: from ± € 5.115 (incl. VAT) for a 195 cm sofa with matching back cushions.

The LONGUEVILLE LANDSCAPE programme includes an **extensive selection** of stand-alone sofas, add-on sections, chaises longues and pouffes in **various sizes**. Please feel free to use the **'Jori configurator'** to match all the **various options** available to **your exact requirements**.

LOUNGE CHAIR & FOOTSTOOL PRELUDE

Design by POCCHI+DONDOLI (IT)

Lounge chairs today are a favoured item in the interior. They meet the current need of **'desocializing'**, the need to separate oneself from the stressful and noisy outside world, and to completely immerse in oneself. The **cocoon concept** of the lounge chair, with its seductively **comfortable** inner shell, fits perfectly with this trend.

Match a design lounge chair to an XL wellness factor? Perfect match for JORI, who viewed this as an assignment for the Italian designer duo Pocchi+Dondoli. Not a wrong choice. They designed with their **Italian flair** the exclusive lounge chair PRELUDE: an undeniable **eye catcher** with its elegant open **shell shape**, of which the tight outline contrasts sharp with its seductively soft inner shell. The 2 refined leather ribbons on the inside lend the model its exclusive sporty **'couture'** look. The graceful legframe looks remarkably elegant, and elevates the model to being an **artwork on a base**.

Because of its discreetly refined look, the lounge chair PRELUDE **integrates** smoothly into each room of the interior, whether it is the living space, office or dressing room.



A fun and original detail is the option of **combined covering**, which allows to have the inner and outer shell in **different coverings**. The concept invites you to feel as a designer yourself and to compose your very **own** lounge chair PRELUDE.

Just like the entire JORI collection, the lounge chair PRELUDE is manufactured in the JORI production workshops in Belgium, and is available in a **large colour range** of **quality leather** and **fabric** coverings. Ribbons are matched to the outer shell covering.

Recommended sales prices: from ± € 3.200 (incl. VAT) in **fabric** for combination lounge chair + footstool.

The **'JORI configurator'** allows to compose the PRELUDE as **wished**.

ARMCHAIR LAGOM

Design by HUGO DE RUITER (NL)

Inspired by the work of Scandinavian designer icons and the rolling landscape with the billowing sea of the Scandinavian coast, the model LAGOM flowed from the designer hand of Hugo de Ruiter, an undeniable **'vintage' masterpiece**.

'Lagom' stands for the Swedish **'nearly perfect'** or **'in the right proportion'** and thus marks the essence of the design by Hugo de Ruiter. The undulating lines of the seat and the elegantly curved surfaces of the armrests look seamlessly perfect and nicely in proportion. The designer interprets these as the flowing motion of a wave, right before it curls and plunges into the sea.



The **elegant piping** accompanies virtuoso this wavy motion. The wooden frame of **high-grade walnut** feels as soft as **baby skin** and underlines the **exclusive nature** of the armchair.

The new LAGOM model unites in a **subtle** way the unique **craftsmanship** of JORI and the vision of the designer. **Design, material** and **optimal seating comfort** are perfectly intertwined. The armchair is exceptionally **light** and quite **compact** and thus allows it to be **combined** on several locations in the interior.

Just like the entire JORI collection, the armchair LAGOM is manufactured in the JORI production workshops in Belgium, and is available in a **large colour range** of **quality leather** and **fabric** coverings. Frame of **high-grade walnut** or **epoxy black**. **Contrasting leather piping available**.

Recommended sales prices: from ± € 1.700 (incl. VAT) in **fabric**, ± € 1.995 (incl. VAT) in **leather**.

The **'JORI configurator'** allows to compose the LAGOM as **wished**.

ABOUT JORI

Being a fixed value in the premium segment, the Belgian design furniture company JORI (www.jori.com) designs and manufactures contemporary seating furniture, tables and interior accessories in collaboration with international top designers since 1963. The company has managed to establish itself on a unique position on the international furniture market.

PRESS RELEASE & HD IMAGE

Through the following permanent link: www.jori.com/presskit

PRESS CONTACT

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