

Milan, April 8, 2014

From 8 to 14 April 2014, JORI will be present at the Mecca of international design fairs, the Salone Internazionale del Mobile in Milan. JORI is pleased to present you an innovative selection from its extensive collection. However, not only the **new creations**, inspired by this anniversary, will be in the spotlight on the JORI stand in Cologne. It will be with great pride that the **expansion of the upholstery collection** and the **symbiosis of recliners and TV-chairs** will be presented.

THE BEST SEATING COMFORT IN A NEW DESIGN

What we are celebrating today is something that is embedded in JORI's DNA, something to which it has remained rigorously faithful ever since its inception: the pursuit of supreme **quality** and **seating comfort**. One look at the extensive JORI collection shows this immediately. It could only be described as "**the art of fine seating**".

SUCCESSFUL SYMBIOSIS BETWEEN RECLINER AND TV CHAIRS

In the newly developed JORI armchairs, the (**synchronous** or **asynchronous**) system type is no longer linked to the design. From now on the Yoga, Idaho and Bolero are available as TV chairs and as recliners in mini, medi and maxi sizes. It gives '**tailor-made for the customer**' a new dimension.

NEW BOLERO JR-7330/JR-7331 (design: Jean-Pierre Audebert)

The Bolero TV chair was already on show in Cologne (IMM) with its beautifully twisted armrests completely covered (Cocoon) or partially in polished aluminium (Pure). Now this distinctive TV chair is also available as a recliner of which the back and footstool can be adjusted in one **synchronous movement**. Thanks to **the patented JORI relax mechanism**, you can achieve 'muscle tone 0', a position in which all muscles are completely relaxed.

THE NEW MODELS

NEW BELLINO (design: Verhaert New Products & Services)

On the occasion of '50 Years The Art of Fine Seating' JORI pay with the sofa Bellino a commendable tribute to design that has proven its worth and managed to survive many trends and developments. Vintage is in. **Timelessness in all its aspects**. This is one of the most striking features of the Bellino sofa designed by Verhaert New Products and Services. The contemporary finish immediately creates a prominent timeless character and the absence of a base makes this sofa exude a remarkable visual '**lightness**'. The Bellino has the typical seating line of acclaimed classics such as Indy and Linea and has been finished with an ornamental stitch on the feet. The optional multifunctional cushion increases the feeling of comfort even more as a head rest or in its active position as an extra arm cushion. The Bellino is available with an open frame in chrome high-gloss or with a closed foot completely covered.

EXTENSION SHIVA JR-3990 (design: Jean-Pierre Audebert)

Shiva JR-3990 is now also available as a corner and a chaise longue has also been added to the programme. The success of the super comfortable Shiva JR-3990 speaks for itself. The seemingly casually draped and exclusive leather upholstery covers and supports you, no matter how you are nesting in this sofa. This is how the Shiva JR-3990 reaches summits in terms of seating pleasure. The Shiva JR-3990 represents the best of the existing program, combined with a cosy look. **Cosiness meets design** or rather: The Shiva for the rabid romantic and design lover!

NEW TOSCA (design: Jean-Pierre Audebert)

A timeless original that stands out from the crowd because of its soberness and airiness. For designer Jean-Pierre Audebert the task was clear, interpreting it was all the more difficult, until he saw the lines of the Tosca model appear on his drawing board one fruitful evening. The Tosca is a paradoxical creation: It looks so finely constructed and gracious but it is thus even more comfortable and very typically JORI. **A contemporary but timeless design**, with a healthy disregard for all trends, its characteristic frame in bright chrome embraces the back and sides to enhance its appearance and attractiveness. Its simple lines accentuate its superior comfort, which is obvious on the first touch. The Tosca comes with an adjustable armrest and is also available with a head rest. Try it and persuade yourself that appearance really deceives.

EXTENSION TIGRA (design: Verhaert New Products & Services)

A new feature is that corner sofas and chaise longues have been added to this successful programme. The Tigra continues a rich tradition of seating comfort in which the designer has endeavoured, at every step, with a sharp eye for detail and finishing, to produce cleaner products while making no concessions to the final goal: **pure harmony**. The Tigra allows you to make choices that match your own ideas of comfort. It is available with head rests and adjustable armrests that let you lounge comfortably on this sofa. You choose from several sizes.

EXCLUSIVE, REFINED DINING**NEW RIALTO** (design: Jean-Pierre Audebert) - *Cosy dining*

Inspired by a supernatural lightness, designer Jean-Pierre Audebert dreamed of a table that seems to float. A dining table, with exceptional **styling** and intended to be seen. The Rialto dining table has a wonderful optical effect created by the ingenious combination of the smooth tabletop and the organically sculpted feet, with a **discrete** decorative element. In addition this table accommodates **everyone's special preferences**. First of all you can choose between round or a rectangular tabletop. For the rectangular tabletop, there's a choice of a solid tabletop or a top with an extension, and when it comes to the actual tabletop, there's something to suit everybody's taste and interior: solid walnut, solid oak, white lacquered glass or MDF white or black lacquered.

ABOUT JORI

JORI, founded in 1963, is a Belgian company that is specialised in high-quality and contemporary leather seating furniture. The company seamlessly merges advanced technology and modern design in order to guarantee the highest possible comfort to its customers. In addition, JORI works together with renowned designers such as Jean-Pierre Audebert, Christophe Giraud and Verhaert New Products & Services, who stand for timeless design quality.

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