

**imm COLOGNE**

from 18 to 24 January 2016

Hall 11.3/P031 O030

## JORI SPARES NO EXPENSE ON DYNAMICS AND INNOVATION

On the exhibition in Cologne, the Belgian design furniture company presents not less than **4 innovative creations** of 4 different designers: the transformable sofa '**WING**', of Dutch designer HUGO DE RUITER, the elegant sofa '**LADY**', a creation of the Swiss CUNO FROMMHERZ, the design armchair '**AIDA**' of French designer CHRISTOPHE GIRAUD and finally the playful set '**PENTAGONO**' footstools with side tables of the Italian duo POCCHI+DONDOLI.

JORI also presents itself on the IMM as a pioneer in digital product visualisation for high-end seating furniture: a nifty online-tool or '**CONFIGURATOR**' will be launched, which allows you to 'configure' your seating furniture yourself. This by choosing from the vast range of materials and accessories offered by the brand. All JORI seating models and thus the newest creations as well, can be assembled as desired thanks to the configurator.

## EXTRAORDINARY - REVOLUTIONARY - VISIONARY

### JORI PRESENTS THE MODEL 'WING'

With its recent creation 'Wing' JORI meets the new needs of our living culture: a multifunctional designer sofa, designed by the Dutch designer Hugo de Ruiter.

The current living culture is developing quickly and influences the living behaviour. As a result we are constantly searching for solutions that can channel our changing lifestyle as well as possible. The living spaces become more compact, the family situations more complex and as a consequence the interior needs to be adapted. The new JORI 'Wing' is the suitable answer to the puzzle of the consumer, who is searching for an aesthetic sofa that perfectly meets his **modifying living behaviour**.

A whole study preceded the design of the 'Wing'. In the first place JORI was looking for the designer, that could meet the needs of the consumer as well as possible and could translate this to aesthetic transformable seating furniture. In the end no one better than the Dutch designer Hugo de Ruiter perfectly understood the assignment and presented his design 'Wing'. **For Hugo de Ruiter the association of design and dynamics in form and use is a conception and also the basis of all his creations.**

*"Relaxing in bed keeps us too passive. Sitting in a sofa is not always relaxing enough. We have been looking for our needs in between and met them by means of one and the same seating furniture concept, the Wing." (HdR)*

The 'Wing' of JORI is the answer to a new perception of space that we experience today. It is a **transformable seating concept**, made of smoothly swivelling elements for different combinations, that follows our rhythm of life without any trouble.



CORNER SOFA



LOUNGE



DOUBLE CHAISE LONGUE



ISLAND



BED

In a default position the 'Wing' is set up as a cosy '**corner sofa**', of which you can customize the seating comfort. But you can also choose the '**double chaise longue**' position for watching television or enjoying a nice lay-down. On the other hand, in no time, you can transform the 'Wing' into a '**lounging**' position to lie down at full length. In '**island position**' you change it into a living environment on itself, to lay down, to read a book or to chill out all by yourself or in company of friends or family. And if you are short of sleeping accommodation, you easily adjust the 'Wing' into a **comfortable double bed**.

As a **scoop on IMM**, the '**prestige**' version of the 'Wing' will be presented. This shows by its **high-quality finish** with the refined piping and decorative ornaments on the seat, how far-reaching the **craftmanship** at JORI truly is. Just like the entire JORI collection the new 'Wing' is manufactured with craftsmanship in the JORI production unit in Belgium and is available in a **wide range of qualitative leather and fabric colours**, which can be combined together. You can choose a model with metal or wooden feet. Indicative price: +/- € 10.000 in basic leather.

#### DESIGNER HUGO DE RUITER

For the Dutch designer Hugo de Ruiter (1959) his design and functionality are the building stones of his creations, or design is only innovative when it combines striking **functional properties** to a **surprising design**. The designer finds his passion in nature, art, architecture and technology, but especially in life itself.

*"I consider upholstered furniture to be like a third skin. Just like a good piece of clothing, your furniture should be comfortable and suit you in many ways. My designs are dynamic in both shape and use. Components that are easy to move or shift ensure that the piece of furniture is perfectly adjustable to its user and thus able to keep up with daily life. This can range from a private moment or an intimate gathering to active comfort during the day or a lazy evening on the couch. In my work I call this (E)motion."*

## PURE - ELEGANT - COMFORTING THE STYLISH CORNER SOFA 'LADY'

With the stylish sofa 'Lady', JORI strives for serenity in one's interior and meets herewith the need for rest in this hectic and stressful world. The elegant sofa is a design by the Swiss designer, Cuno Frommherz.

During every new product development, JORI invites its consumer to think along in the search for a seating furniture that provides him today the ultimate seating comfort which he longs for. The creation of the new sofa 'Lady' is closely related to the current need for a relaxing and peaceful environment, which allows its residents to **recharge batteries in silence** after a stressful day.

In a rapidly changing world that constantly puts pressure on the individual, the moment of '**coming home**' becomes increasingly important. The need to nestle and revitalize in the welcoming relaxed atmosphere of the interior, proves an essential factor to shield oneself from the harsh outside world.

In this respect, the 'Lady' experience is unique. Designer Cuno Frommherz styled his new creation with a **double dimension**: a female elegant, timeless and optical low design, coupled with the unsurpassable strengths of the JORI seating comfort.

The sofa was technically thus designed, that it allows **all forms of relaxation**: watching television, reading a book, hang or chill. And conveniently, the 'Lady' transforms smoothly into a guest bed. The comfortable, ready-made high back cushions offer **excellent back support**, and ensure the pleasant comfort experience, which has given JORI its fame. While developing the sofa, extra care was given to details of high craftsmanship such as the optional capitonné back.



According to the JORI product developers, there is no programme when it does not meet the individual need of its user. Hence, the 'Lady' sofa program grants us the freedom to combine to your heart's content materials, cushions, accessories and extensions and thus creating a sofa that fits with each and every personality.

Through its **timeless** and **pure appearance**, the new JORI corner sofa integrates seamlessly into both modern and classic interiors. According to designer Frommherz, 'Lady' comes completely into its own when allowing it to 'breathe' and therefore keep sufficient place around the sofa.

Just like the entire JORI collection, the new 'Lady' is manufactured with skill in the JORI production facilities in Belgium and is available in a **wide colour range** of high **quality leather** and **fabric coverings**, which can mutually be combined. The list of options allow you to choose from an epoxy black or dark brown lacquered metal undercarriage. Recommended price: ± € 7.500 for the largest sofa + footstool (± 280cm).  
www.jori.com

### DESIGNER CUNO FROMMHERZ

The Swiss designer Cuno Frommherz (1963) started his own design studio as a self-taught man in 1996 in Burgdorf. Cuno Frommherz work revolves around a consideration of the aspects of space, aesthetics and perception of the individual. The consideration for '**spaces in between**' play a vital part here. An important basis for his creative philosophy is derived from a statement once said by the Russian-American writer Joseph Brodsky: *"I can only move my fingers because there are spaces between them"*.

He gets his inspiration from travelling to Tibet, Nepal and Morocco, but also from unspoilt nature, offering him the grateful input to give his designs that extra soothing space dimension.

Cuno Frommherz stacked important design awards with several of his designs.

www.frommherz.ch

## COMPACT - FEATHER LIGHT - CLASSY THE COMFORTABLE LOUNGE CHAIR 'AIDA'

French designer Christophe Giraud designed for JORI the refined 'Aida' armchair, the perfect fit that responds to the current **down shifting trends** towards smaller interiors furnished with **top design**.

The demand for compact homes and similar interiors becomes increasingly bigger. As a design furniture manufacturer, JORI realizes that because of this, the need for compatible and smaller seating elements becomes more & more important. This immediately explains the intent of the brand to entrust designer Christophe Giraud to design a **feather light design armchair with footstool**, that integrates effortlessly into **any interior** and that can easily be moved around when so required.



Giraud has already pored upon this trend while designing the compact Sienna corner sofa and has succeeded aligning **stability**, **comfort** and **optical design** perfectly. The armchair 'Aida' became a unique design object, as **comfortable** as a lounge chair, as **compact** as a chair. Its small size and amazing light weight, give it extra mobility. The design of both versions, with high or low backrest, is remarkably unique and discrete. Check the armchair along the back and discover the very gently escalating curve towards the bottom. The side view in an irregular rectangle intrigues, the slightly ascending divergent armrests are a testimony of designers talent. The notch in the seat recalls the ingenious seating design of a sports car.

For the Belgian JORI, a marvelous design story is unthinkable without a 'comfortable' ending. The 'Aida' armchair corresponds in every respect to the high well-being norms of the brand. Deliciously slumping in its inclined soft seat. The perfectly fitting armrests, which form a whole with the seat, provide a **unique comfort experience**. The matching optional footstool completes the well-being experience.

Just like the entire JORI collection, the 'Aida' is manufactured with skill in the JORI production facilities in Belgium and is available in a wide colour range of high quality leather and fabric coverings. The list of options allow you to choose from an epoxy black or chrome high-gloss undercarriage. Recommended price: ± € 2.200 for the combination lounge chair + footstool in leather.

### DESIGNER **CHRISTOPHE GIRAUD**

As French architect, he graduated from the famed 'Ecole d'Architecture de Normandie'. Giraud covered the full gamut of architectural pursuits with due success: from devising public and private buildings, across designing showrooms and boardrooms right up to conceiving packagings and utensils. Architecture he describes as **"aiming for balance between space and matter, between form and function"**.

## INVENTIVE - PLAYFUL - HANDY 'PENTAGONO', SET OF FOOTSTOOLS AND SIDE TABLES

'Pentagono', the convenient set of footstools and side tables, is a clever creation of the Italian designer duo Pocchi+Dondoli. They join the JORI accessory line, which was launched in 2015 to mark IMM Cologne.

**Footstools and side tables are currently trending.** We increasingly long for a mobile and flexible interior, which allows us to tune the set-up of our interior to changing situations and living habits. JORI eagerly responds to this and has called the Italian designer duo Pocchi+Dondoli at its side to develop a programme of footstools and side tables in different sizes.



The footstool mainly had to look 'different'. Pocchi+Dondoli have achieved this goal exceptionally well. The designer duo surprises with a remarkable design which is named 'Pentagono', after its regular pentagon form.

The 'Pentagono' footstool does not only have five angles, but is also **five times unique**:

1. The shape of the footstool is not only original, but adds to its **comfort**. Knee support wherever you wish to sit thanks to its straight seat which elsewhere is only found on square or rectangular footstools.
2. Thanks to the five corners, you are always facing the **right direction**, without having to move the footstool.
3. The pentagon shape looks straight, but hides discreetly curved lines and rounded corners for **extra JORI comfort**. Refined ornamental pleats accentuating the corners acknowledge the top design talent of Pocchi+Dondoli.
4. The **combination of footstool and side table** is a given. Each footstool has its table with durable tabletop, Handy for a glass and snack, or to quickly browse your laptop or tablet.
5. The likewise pentagonal side table slides smoothly over the footstool for **more space and comfort**, thanks to clever tripod design.

Just like the entire JORI collection, the PENTAGONO footstools are manufactured with skill in the JORI production facilities in Belgium. They are available in 3 heights and can be assembled as desired from a wide colour range of high quality leather and fabric coverings. Recommended price : ± € 750 to 1.150 in leather depending the size.

The assorted side tables also exist in 3 sizes and have a durable table top in walnut and a tripod undercarriage in high-quality chrome high-gloss or epoxy black. Recommended price: from € 350 to € 850 depending the size.

### DESIGNER DUO POCCHI+DONDOLI

For Pocchi+Dondoli design has to express beauty, harmony and freedom, as it can not be bound by strict established rules or exist as privilege of a social or cultural elite. The research on materials and processes, conceived to achieve maximum results in **quality/price terms**, is one of the main activities of the studio: they privilege materials that, through sophisticated processes, acquire nobility and elegance, such as aluminum and plastic, and other noble and antique materials like leather and hide.

## JORI, PIONEER OF CONFIGURATION IN THE PREMIUM SEATING SEGMENT

The Belgian seating furniture JORI is the first in the premium segment to launch a configurator on its website : a handy on-line tool which allows you to **configure your own seating furniture** based on the wide selection of options.

In many sectors today, an online configurator is an obvious given. It invites the user to test and visualize various options while webshopping. Allowing the user, wherever he may be, to test quietly his own **individual preferences** before deciding.

The need for a configurator arose from the ever-expanding JORI product range and countless options and possibilities that the brand offers on each model. The seating furniture manufacturer noted that it became increasingly difficult for the consumer to visualize his individual desires and final choice. To offer support and clarity in this selection process, JORI came up with an online configurator allowing the consumer to explore his personal wishes to the wide range of options and functions offered by the brand during a calm moment no matter where. JORI takes this very far. The configurator not only allows to configure as desired size, materials, armrests and extensions as desired... even the adjustment options and the correct price can be visualized.

The configurator offers the advantage that it meets the doubt situation that often arises during a purchase, when the consumer is with the retailer facing the decision and working his way through the extensive list of options. Furthermore, this handy online tool allows the interested buyer to be **creative** and thus configure a very **personal** and **unique** seating furniture.

[www.jori.com/en/configurator](http://www.jori.com/en/configurator)

### About JORI

*Being an established value within the premium segment, the Belgian design furniture company JORI (1963) designs and develops contemporary seating furniture, tables and interior accessories in cooperation with international top designers. Through its unmistakable DNA, the company has conquered a unique position on the international furniture market: the pursuit of ultimate customized living comfort, coupled to innovative design, high-end technology and quality implementation. JORI is led by CEO and founder Juan Jorion. The company realizes today, with 170 employees, a turnover of around 35 million EURO. World-wide JORI exports to almost 30 countries.*

[www.jori.com](http://www.jori.com)

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