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For immediate distribution

CONTRACT 2012

Tour&Taxis Brussels Shed 4

JORI : highclass seating comfort for the project market

At the occasion of the exhibition CONTRACT, which takes place on 13 & 14 of June in Brussels, JORI presents a selection of seating furniture, especially concept for the project market. ContRact brings together offer and demand in the project market in a well-planned all-in concept. In a fresh and open presentation with a stylish appeal, ContRact facilitates the contacts between contract professionals; the decision makers and suppliers.

For almost 50 years now, JORI has been renowned as a designer and producer of high-quality contemporary seating furniture. Over the last few years, nearly the entire collection has also been made available in high quality fabric upholstery. JORI has played an important role in the residential market in several European countries for decades.

What is less widely known is the fact that JORI has also built up a nice reference list in the project market. The reason why project customers choose JORI furniture is obvious. Because of the strength of the brand in the residential market, JORI models also create a homely atmosphere in an office or hotel environment.

Thanks to modern communications and flexible working hours, the borders between the work and home environments are fading. The JORI collection gives your office or work environment an even greater sense of home.

Discover our collection for the project market.

CHILLAP

Design : Verhaert New Products & Services

The Chillap is a multifunctional armchair that is both trendy and practical. With its inherent flexibility, the Chillap is eminently suitable for both working and relaxing. The moveable armpad effortlessly transforms from an armrest into a desk, depending on which way it is turned. With the convenient wood tablet in place, you will not damage the upholstery when you put your laptop or a cup of coffee on it when using it as a worktable.

ICE CUBE

Design : Jean-Pierre Audebert

Thanks to its typical design features, this chair gives every interior a special personality: the enclosed seat, the wider-at-the-top look and the invisible feet in three versions (swivel foot, fixed slide feet or a transportable version with wheels at the front, slide feet and a handle at the back). The classic, simple saddle stitching can be substituted for a special decorative finish with double seams. The Ice Cube can be delivered with a matching footstool.

ASCOT

Design : Jean-Pierre Audebert

If you're looking for an eye catcher for your interior, you will certainly fall for Ascot. A very special occasional armchair in saddle leather – a new leather quality in the JORI range. The self-supporting structure is finished with decorative stitching at the edges. But it is mainly the perforated back section that confers a very distinctive personality to this piece of seating furniture. With the round foot in brushed stainless steel, which can turn 360° on its axis, this stylish piece of art is also very practical. In addition, there's also a matching chair available, the Epsom JR-5705.

EPSOM

Design : Jean-Pierre Audebert

This contemporary chair deserves a place in every dining or conference room. The saddle leather – a new leather quality in the JORI range – not only confers a tremendous appeal, but also guarantees optimal seating comfort. This comfort is enhanced by the firm back in stylish saddle leather and the springy metallic frame (in black lacquered or chrome version). You'll find a similar version, the armchair Ascot JR-9380.

ICARUS

Design : Christophe Giraud

This relax chair is a little bit broader than a regular relax chair, by which gives Icarus extra spacious seating comfort. The deep barrel offers you that cosy, safe feeling right away, and as you relax your body is cocooned by the close-fitting armrests, like protective wings. In Icarus you will enjoy moments of perfect lounging. Icarus is available in different seating heights and with different feet.

NAVY

Design : Christophe Giraud

The Navy is about as changeable and capricious as a chameleon. So it comes in a high and a low model, a model with an extendable backrest as well as three different types of feet to choose from: the bridge foot in wenge wood and chrome open or closed sledge foot. Those who feel this is not enough can also add the matching footstool. The footstool comes in two versions: with a wenge wood bridge-foot or a chrome closed sledge foot.

SQUARE

Design : Jean-Pierre Audebert

The Square is a relax chair that emphasises both seating comfort and superior finish. Its classy appearance is mainly achieved by the inclusion of small leather loops on the front of the chair and by the trendy armrest in aluminium. The comfortable line of the chair is accentuated by its slightly inward-sloping back, and is optimized by different seating heights. The foot is a 5-toes ellipse-shaped alufoot.

IDAHO

Design : Jean-Pierre Audebert

This airy and modern relax chair combines a light and slim design with optimal seating comfort. The specific mechanism ensures that its operation is smooth and easy. Great attention was also paid to comfort during the development process. Thus the armrests offer perfect support, even in the most extended lying position. The chair is available in Mini-, Medi- and Maxi-size: you can choose between two seating depths, three seating heights (and corresponding footstool length) and two back heights. Everyone can put together a custom-made relax chair, so classy seating comfort can actually become a reality for all.

SHIVA

Design : Jean-Pierre Audebert

With its sleek design and contemporary look, Shiva offers many combinations of ultimate comfort with a beautiful finish. The Shiva system consists of several elements, including corner seats, chaises longues, sofas, armchairs, footstools and tables, all perfectly modular. All combinations are possible for hours of guaranteed pleasure either sitting or lying down. You choose which combination best fits your interior. The comfort of this sofa is mainly the result of the easily adjustable backrest. As far as the finish is concerned, you can choose a base in aluminium (polished or black lacquered), leather or glossy chrome.

CALYPSO

Design : Verhaert New Products & Services

The Calypso displays unprecedented multifunctional creativity. You can endlessly change the format and looks of the sofa, which comes in different elements, with either a fixed or mobile curved back. The mobile back mechanism can be transformed instantly, making sure that the front of the seat becomes its back in no time. This is an ideal feature if you like changing your viewing position without moving the complete sofa itself. The elements, which are placed on the frame, can also be moved and rotated in any direction, so that you can change your sofa at any time.

PEGASUS

Design : Jean-Pierre Audebert

The Pegasus is the most striking and surprising chair in the JORI Collection. Thanks to its different back structures, a large variety of versions can be chosen. Along with the simple version with descending back there are the ascending and asymmetrical versions. These not only give an original and trendy touch to every interior, but also create the ultimate in seating comfort. Moreover, you can play with a multitude of colours, because various combinations are possible. There is also a luxurious, large version which brings seating comfort and exclusive effect to a unique culmination.

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.

For more information on JORI, please contact :

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