

Wervik, 20 October 2012

COME AND DISCOVER THE JORI NOVELTIES DURING INTERIEUR AND ORGATEC 2012 INTERIEUR Hall 5 - Stand 528 • ORGATEC Hall 10.2 - Stand K020-J021

On the occasion of Interieur and Orgatec 2012, Belgian manufacturer of contemporary seating JORI is presenting its 3 latest models, which have a distinct contemporary personality and as always offer the legendary unsurpassed JORI comfort.

SOFA CUBIX

Design: Verhaert New Products & Services

Clean lines, great comfort

This Bauhaus-inspired model will certainly reach you with its design language of visually clean lines. The inviting seat cushions and ergonomic back cushions also provide extreme seating comfort. The invisibly integrated headrests offer additional support for the neck and the head. The icing on the cake is provided by the floating armrests and the invisible feet. The Cubix is available in 78-cm and 96-cm wide modules, optionally with a chaise longue or footstools. It fits perfectly in any home!

ARMCHAIR BLOOM

Design: David Fox Design

Natural design, durable comfort

The 'bloom chair' was inspired by the natural bloom of a flower, the petals unfolding into their soft, elegant, and perfectly balanced shape. These natural, pure and elegant shapes are coated with organic material and supported by a veneer chalice. You can choose between two bases: a central rotating four toes base in polished aluminium or two tubular steel feet. The result is a comfortable lounge chair that will actually embrace you. Built durably and with an eye for detail, this chair is a unique and perfect timeless solution, as well as an ode to natural beauty!

ARMCHAIR RUMBA

Design: Verhaert New Products & Services

Cosy comfort

This rather small, light and easily movable armchair provides active comfort while still radiating a cocooning atmosphere. The paradox between weight and comfort and between active and passive is the essence of the design. The back has an innovative light structure that adapts to your personal physiognomy along with your position of the moment. Your back is fully embraced for an even more comfortable feeling. Thanks to the novel shape of the back feet, this lightweight armchair is really easy to move. Cosy by the fireplace or in your favourite reading corner, you can choose your favourite spot anytime!

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, Koen Verhaert and David Fox who stand for timeless design quality.

For further information about JORI, don't hesitate to contact:

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