

Cologne, 13 January 2014

JORI, Belgian producer of contemporary, leather seating celebrated its 50th anniversary in 2013. It was an anniversary that the company did not let go unnoticed and one that has put JORI even more firmly on the map in the past year.

The icing on the cake for JORI at the start of the new year and which brings this period of celebration to an end is: the presentation of its new designs at the International Möbelmesse Cologne from 13th to 19th January 2014. The seat manufacturer has, after all, not taken it easy during the last year, quite the contrary!

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 at IMM Cologne.

## NEW JORI MODELS DISPLAY THEIR **STRONG POINTS** AT imm 2014

### **NEW** **TOSCA** (design: Jean-Pierre Audebert) - *Paradoxical classic*

A timeless classic 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 headrest.

Try it and persuade yourself that appearance really deceives.

### **NEW** **CHINOOK** (design: Christophe Giraud) - *Ingenious design proving sophisticated comfort*

Right from the start of the development of the Chinook model sumptuousness was very important to designer Christophe Giraud. **Sumptuous and unsurpassed seating comfort**, achieved by the generous form of the seating. Large areas of leather, abundant use of materials, everything to bolster the renowned JORI comfort!

Christophe Giraud has certainly accomplished his task very successfully when we see the Chinook model. With its typically generous seat and backrest, beautifully framed by two adjustable, delicately watermarked armrests that provide a charming contrast.

In its basic position the Chinook model offers active comfort. For a more relaxed seating position or to enjoy it fully reclined, various positions can be selected and the adjustable headrests are a great option.

Its gentle lines, the softness of the leather, the delicate design of the decorative **stitching** and the **refined robustness of its feet** give the Chinook a simplicity that radiates comfort and tranquillity.

**EXTENSION TIGRA JR-2225** (design: Verhaert New Products & Services) - *Sensations of the ordinary*

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 headrests and adjustable armrests that let you lounge comfortably on this sofa. You choose from several sizes.

**Another new feature this year is that corner sofas and chaise longues have been added to this successful programme.**

**SUCCESSFUL SYMBIOSIS OF RECLINER AND TV-CHAIR**

When it comes to relaxing, either passively or actively, there's now no need to choose a model and the system: **a recliner or a reclining TV-chair**. With the new JORI recliners, the type of system is no longer an obstacle for the customer.

In Cologne once again JORI is demonstrating that it understands its customers. After all, they opt for a particular design and not for a system.

JORI's successful models are cloned precisely from that perspective: TV-chairs are made from recliners and vice versa. That way everyone can choose a system for his or her favourite design!\*

It's an ingenious place to offer 3 models, **Yoga** and **Idaho** and the new model **Bolero** with the mechanism of choice.

To add the finishing touch, the **recliners are available in 3 seat heights** and the **TV chairs in 3 seat heights, 2 seat depths and 2 back heights**. And as the icing on the cake, a choice of **14 different feet**. 'Tailored for the customer' acquires a new dimension.

*\*Just in case the difference between the two types isn't clear: a recliner can be adjusted simultaneously to be positioned at all sorts of angles completely variably, a TV chair has an asynchronous mechanism with a separately adjustable back and footstool.*

**NEW BOLERO** (design: Jean-Pierre Audebert) - *Sculptural TV-chair*

In his search for the **NEW GENERATION** TV chair, the idea of the sculpture was central for designer Jean-Pierre Audebert. A well-thought-out amalgamation of moulded, **organic shapes with refined, modern lines**. The result of this ambitious pursuit: **the new and distinctive TV-chair Bolero**.

Nothing has been left to chance. Details are no details. The Bolero is a 100% contemporary TV-chair with a refreshingly young design. With its completely renewed mechanism, complemented by a seat back that narrows towards the top and its delicately twisted and beautifully shaped armrests. This TV-chair is **original** and at the same time so **subtle**, that it fits into any interior.

**UPDATE** **IDAHO JR-3575** (design: Jean-Pierre Audebert) - *Successful rejuvenation of the original*

It was designer Jean-Pierre Audebert's wish to rejuvenate his successful model, Idaho JR-3570. He envisioned a **very light, contemporary** TV chair. Based on delicate, distilled lines that effortlessly combine refined design with optimum comfort. To realise this wish he set to work with the JORI product developers to integrate a **revised mechanism**.

The team was very successful and this resulted in the new Idaho JR-3575. The revised mechanism also allows the chair to be operated **extremely easily** and the operating handle is **discretely** hidden. The armrests merit a special mention as they provide perfect support in the lowest reclined position.

This TV chair is available in mini-, **midi- and maxi format**. In other words: there is a choice of two seat depths, three seat heights (plus accompanying footstool heights) and two back lengths.

**EXTENSION** **YOGA JR-3390** (design: Verhaert New Products & Services) - *Pleasure without compromise*

A successful design deserves to be multipurpose. The **super-comfortable** Yoga recliner is now also available with an asynchronous mechanism. If you find the Yoga design and comfort appealing but are looking for an armchair where the back and the footstool can be separately adjustable, then this is the recliner for you. **The timeless design highlights the ergonomic, well-designed comfort of the seat**. The integrated, adjustable headrest is an interesting option, providing perfect head support. This Yoga TV-chair with its elegant design and light mechanism adds a new dimension to the concept of seating comfort.

**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 legs, 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 a leaf, 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.

Pictures available on [www.jori.com](http://www.jori.com)

**EXTENSION** **ASCOT JR-t938** (design: Jean-Pierre Audebert) - *Side tables new style*

Aesthetic objects are generally characterised by simplicity. This is no different for the Ascot side table collection.

For designer Jean-Pierre Audebert, **practical simplicity, discretion and the ability to use** them in any setting were essential points in the development of the basis design of the Ascot side table in 2012. The many positive reactions to this elegant, **exclusive item** merely confirmed the need. It was therefore a matter of course that JORI would expand the range of this popular side table.

Available in various sizes these Ascot tables are the dream solution that can be used anywhere. With their extremely fine and particularly sleek design that is expressed in **clean lines**, they define the space without immediately attracting all the attention.

This Ascot has a black lacquered steel frame and the tabletop can be covered with either Vegetalia Black or Cognac saddle leather.

**NEW ASCOT JR-t939** (design: Pocci+Dondoli) - *Side tables new style*

This JR-t939 is a bit of an outsider in the Ascot side table collection. JORI's Italian design duo Pocci+Dondoli let their creative spirits run free when designing this model.

For Pocci+Dondoli the central idea when designing this coffee table was that it should be **multipurpose**. Decorative items, after all, can be displayed better because of the **different levels** and the table also offers plenty **storage space**.

This coffee table comes in 2 versions: a 'solid tabletop' or a '3/5 tabletop', both in walnut or oak. For the frame the choice is between stainless steel black and bright chrome, matt or smoked.

## JORI HAS A SWATHE OF **FABRICS TO CHOOSE FROM**

In Cologne JORI reveals an amazing array of new upholstery in a variety of fabrics and colours.

Two new leathers are added to the celebrated leather collection in the form of a trendy cognac and a delightful chocolate brown natural leather. A striking new shade of grey forms the introduction to the new leather category Futura: a refined leather with a Nubuck feel and a fairly rough print.

But the greatest expansion in the upholstery collection is among fabrics.

Given that JORI maintains the same **high quality standards for its fabrics** as for its leathers, you are guaranteed that fabric-upholstered JORI seating is equivalent to leather-upholstered seating. In other words: every fabric that JORI includes in its collection has been **extensively tested in advance to guarantee you the best possible level of wear resistance, easy cleaning and colour fastness**.

A fabric-covered seat looks and feels different. **The unique feel of all our fabrics enhances the warm appearance and the sensation of comfort, and the intense colours are also outstanding for bringing out the best in a whole range of designs.**

**JORI has a whole swathe of fabrics to choose from. Jori fabrics are particularly diverse when it comes to their look and feel:** from very finely woven, velvety fabrics to rough woven, what might even be called robust fabrics, to tough piqué-like fabrics and fabrics with a felt-like touch and bouclés. All of these in various hues of splendid natural colours, which are perfectly companions to the existing leather colours. Thus JORI guarantees that leather and fabrics fit harmoniously together in your home.

### **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 who stand for timeless design quality.*

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

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