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stand: Tabaksfabriek **V62**

## JORI BRINGS FLEXIBLE SEATING COMFORT TO DESIGN DISTRICT

At Design District the Belgian brand JORI is presenting the work of 3 **international designers**.

As always, flexible seating comfort plays an essential role in every creation.

The Belgian design studio VERHAERT NEW PRODUCTS & SERVICES brings a particularly succeeded restyling of the successful sofa Longueville, the new model **LONGUEVILLE LANDSCAPE**.

HUGO DE RUITER (NL) surprises with the ultra compact Lounge chair **GRIFFON**.

French designer CHRISTOPHE GIRAUD created the feather light design armchair **AIDA**.

## COMPACT & COSY SOFA **LONGUEVILLE LANDSCAPE**

Design by VERHAERT NEW PRODUCTS & SERVICES (BE)

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### *Inventive, softly undulating lines*

No design should ignore **comfort**, and the comfort aspect is deeply ingrained into the genes of JORI. This has also very much formed the focus of the assignment Jori entrusted to the designer, when they commissioned the **restyling** of the **successful** LONGUEVILLE sofa which was first launched in 1998.

The new LONGUEVILLE LANDSCAPE designed by the Belgian design studio Verhaert New Products & Services, meets the need for **high-quality, flexible seating** for more **compact** spaces. The creation also lives up to the seating experience demands of modern-day consumers.

Even though, at first glance, the model looks sleek and compact, a lot of intricate work has gone into creating a stylish **nonchalant** look. This is what gives the sofa its cosy look and feel. The inventive, softly undulating lines and the discrete **accent piping** is most inviting. The asymmetrical playful seam on the back and seating sections provides extra tensile strength. In order to meet the needs of contemporary users to **snuggle and relax**, the height of the back section and the depth of the seating have also been carefully investigated. As a result, the sofa no longer appears rigid, but instead invites the person to snuggle deep into it. The optional **loose back cushions** provide **extra support** for those who require it. The sleekly sculpted corner feet supporting the entire sofa are seductively elegant and strikingly graceful, and they give the sofa its **appeal** and **finesse**.



Given that the success of the original Longueville sofa was also due to the **inventive swivel mechanism of the arm rests**, this system has now also been incorporated into this latest version. There is currently a growing demand for interior design items to offer **flexibility** and **versatility**. In response to this demand, the system enables the user to completely unfold the arm rests to create **2 additional seats**. This is ideal if you wish to extend the seating length-wise, or they can be used as a pouffe to seat **extra guests**. The additional surface area is also useful to hold a tray, magazines or your tablet, for example.

Just like all the other products in the JORI collection, this new version of the LONGUEVILLE sofa is manufactured with true **craftsmanship** at the JORI production workshops in Belgium, and is available in **high-quality leather** and **fabric upholstery in a wide range of colours**.

Recommended sales prices: from ± € 4.181 for a 195 cm sofa with matching back cushions.

The LONGUEVILLE LANDSCAPE programme includes an **extensive selection** of stand-alone sofas, add-on sections, chaises longues and pouffes in **various** sizes. Please feel free to use the '**JORI configurator**' to match all the **various options** available to **your exact requirements**. [www.jori.com](http://www.jori.com)

## LOUNGE CHAIR GRIFFON

Design by HUGO DE RUITER (NL)

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### *Elegant nestling in a surprisingly compact lounge chair*

These days, the **need to nestle**, as way of escaping from the hectic world outside, is one of the primary needs of consumers. Designer Hugo de Ruiter responded adeptly to this desire by creating the elegant GRIFFON lounge chair with matching footrest.

The GRIFFON design chair is an elegant and **surprisingly compact** lounge chair in a rounded tub form. The **ingenious** design is supported by the welted seams that run in a **virtuoso** looping around the outer shell and through the back of the model.

The curves of the tub sculpture have an **“embracing”** effect and invite to **delightful nestling**. The luxurious execution in velvety soft material or supple leather feels like a second skin. The elegant **footrest** and **cushion** perfectly completes the comfort experience of the GRIFFON lounge chair. A beautiful example of the **unique JORI comfort concept**.



The refined star-shaped foot lends the lounge chair a **dynamic** cachet and ensures its **stable** and **stylish** support. Thanks to the smooth **rotating/reclining** mechanism, various **sitting** and **lying positions** can be set.

Just like the entire Jori collection, the GRIFFON lounge model is created with painstaking **craftsmanship** in the Jori production workshops in Belgium and is available in **high-quality leather** and **fabric** coverings in a **wide range of colours**.

The GRIFFON lounge also exists in an **“active” version**, the Griffon armchair with **swivelling foot** and without reclining mechanism. Both the **footstool** and the **cushion** are **available separately**.

Recommended sales prices: from ± € 3.500 for lounge + footrest in fabric.

Thanks to the **JORI configurator**, the GRIFFON model can be composed exactly **the way you want it**. [www.jori.com](http://www.jori.com)

## THE COMFORTABLE LOUNGE CHAIR AIDA

Design by CHRISTOPHE GIRAUD (FR)

### *Compact - feather light - classy*

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: ± € 1.350 for the armchair and ± € 2.100 for the combination lounge chair + footstool in fabric.

Thanks to the JORI configurator, the AIDA model can be composed exactly the way you want it. [www.jori.com](http://www.jori.com)

## ABOUT JORI

*Being an established value within the premium segment, the Belgian design furniture company JORI ([www.jori.com](http://www.jori.com)) designs and develops since 1963 contemporary seating furniture, tables and interior accessories in cooperation with international top designers.*

*JORI 's DNA translates as customised flexible seating comfort, innovative timeless design and a guaranteed product quality, thanks to the 100% Belgian craftsmanship and the choice of top-quality materials. As a result, the company has been able to conquer a unique position on the international furniture market.*

## PRESS RELEASE & HD IMAGE

Through the following permanent link: [www.jori.com/presskit](http://www.jori.com/presskit)

## PRESS CONTACT

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