



October 10-13, 2018
HALL 7 / STAND C01

FORTHEVERYFIRSTTIME

BELGIAN DESIGN FURNITURE JORI JOINING
THE SALONE DEL MOBILE.MILANO MOSCOW

For the very first time JORI will join the Salone del Mobile.Milano 2018 in Moscow, where the brand will be showcasing its key values of **extreme body comfort**, true **Belgian craftsmanship**, timeless **elegance** and a feel for **pure quality** through a selection of its **iconic** sofas and reclining chairs.

At the Moscow booth, Jori will present its design sofas GITANO and LONGUEVILLE LANDSCAPE along with the reclining chair models RAPSODY and BRAINBUILDER.

COMPACT & COSY SOFA **LONGUEVILLE LANDSCAPE**

DESIGN: VERHAERT NEW PRODUCTS & SERVICES (NL)

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**.

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

MODULAR SOFA **GITANO**

DESIGN: JEAN-PIERRE AUDEBERT (FR)

A BOHEMIAN CHARACTER

*More than ever, the end user demands that his favoured pieces, which he buys for the interior, meet his ultimate **expectations**, although these often seem to be contradictory. If we extend this behaviour to choosing the perfect sofa, then the end user often falls for a high-end **aesthetic** smooth design, but on the other hand also longs for this immaculate model to allow him to live out **nonchalantly**. JORI recapitulated this fact in the assignment given to its designer Audebert: a high-end, **contemporary** sofa with a **bohemian** character and an inviting **nesting trait**.*

Not quite so easy, but no task too difficult for the passionate Audebert, who with great verve created the seating concept GITANO: stylishly **imposing** and yet delightfully inviting, thanks to its luscious seating depth, spacious modules and delightfully loose back and decorative cushions, which allow the most extreme **lying** and **sitting** positions. The armrests and the back sections with 'nesting tubs' make it a real **hugsofa**.



What renders the model GITANO really special, is the **contrasting piping** which every module as well as the armrests have as a finishing touch. Sharp contrast or rather a discreet tone on tone, this lends the sofa a 'kinky' twist.

GITANO is in all respects '**different**'. It is not just a sofa, nor a sofa program, it is a **creative** concept. By playing with various elements, you can achieve the most **surprising** combinations, in which closed and open looks alternate, and which lead to spacious and varied seating concepts.

Stylishly imposing, seductively nonchalant and utmost modular, these are one by one traits that give the sofa concept GITANO a very alluring appeal in a 'loungy' setting, both in a **residential** as in a **contract** sector.

Just like the entire JORI collection, the sofa GITANO is **manufactured** in the JORI production workshops in Belgium, and is available in a **large colour range** of **quality leather** and **fabric** coverings. Modules offered as **fixed** combinations or as **made-to-measure**. **Contrasting leather piping available**.

The '**JORI configurator**' allows to compose the GITANO **as wished**.

ICONIC RECLINER **BRAINBUILDER**

DESIGN: JEAN-PIERRE AUDEBERT (FR)

A MASTERPIECE

To celebrate the **50th anniversary** of its **iconic** product, JORI is introducing a **special edition** of the recliner icon **BRAINBUILDER** and its little brother **SQUARE** - available, like all recliner editions, in a **range of sizes**.



This is a subtle version of the two models, with a discreet mat black foot and sculpted mat black armrests. A masterpiece in how to combine **ergonomics** with **elegant** and **austere design** ...

The '**JORI configurator**' allows to compose the **BRAINBUILDER** as wished.

COCOON RECLINER **RAPSODY**

DESIGN: JEAN-PIERRE AUDEBERT (FR)

COMFORTABLE SHELL

*With the RAPSODY, designer Jean-Pierre Audebert brings a contemporary **cocoon version** of the classic JORI reclining chair. The latest creation meets all **expectations** of the current reclining chair fanatic.*

Delightfully 'fluffy' it looks temptingly **cosy**: as a **comfortable shell**, ideal for a comfortable rest after a hard day or for a power-nap. The soft pleats of the inner covering, finished in **quality leather** or **fabric**, contribute to the **wellness factor** of this enveloping reclining chair.



Innovative as well is the manually sewed ornamental seam in the back part, a masterly example of JORI craftsmanship. With its **sober, modern** look, the RAPSODY reclining chair **integrates** itself effortlessly into any style or interior.

Just like the entire JORI collection, the RAPSODY is made with **craftsmanship** at the JORI production site in Belgium, and it is available in a **vast colour range of quality leathers** and **fabrics**. The reclining chair base can be changed as **desired**. The new model is temporarily only available with a mono-move mechanism (back and footstool synchronously adjustable).

The '**JORI configurator**' allows to compose the RAPSODY **as wished**.

ABOUT JORI

Being an established value within the premium segment, the Belgian design furniture company JORI (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

PRESS CONTACT

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