

## Meet **Sophia**

The new sensually feminine sofa from JORI

JORI is presenting no fewer than **6 new** models at the international furniture show in Cologne. Two of them grew from a very first collaboration with well-known figures in the world of design: **FUGA** by Dutch designer **FRANS SCHROFER**, and **DAYDREAMER** by German designer **JOACHIM NEES**.

During IMM JORI is thus unveiling the elegantly feminine sofa **SOPHIA**, a creation of Swiss designer **CUNO FROMMHERZ**. The Belgian design studio **VERHAERT NEW PRODUCTS & SERVICES** has created a refined variation of the **TIGRA** model, the sofa **TIGRA LANDSCAPE**.

And French designer **CHRISTOPHE GIRAUD** came up with a re-edition of the JORI classic, **GLOVE PURE**. The Italian duo **POCCI+DONDOLI** enlarge JORI's offer of accessories with the graceful side table trio **STELLATO**.

Furthermore, at the JORI stand one can discover the creations of two new collaborations: the balanced tub chair **FUGA** by Dutch designer **FRANS SCHROFER** and the graceful recliner **DAYDREAMER** by German designer **JOACHIM NEES**.

## SOPHIA LANDSCAPE

DESIGN/CUNO FROMMHERZ



Designer Cuno Frommherz translates his poetically romantic vision into an **elegantly feminine** sofa, which despite precisely due to its gently curved lines comes across as resolutely **contemporary**.

The new sofa SOPHIA LANDSCAPE has earned its name. At first sight the new sitting piece seduces with its **soft** and **elegant** contours, which are supported by **fine** corner feet. SOPHIA LANDSCAPE has the **sensual** look of an elegant lady on high heels.

Entirely in line with the trend of rounded organic forms, Cuno Frommherz presents his feminine interpretation of the modern classic. **Classy, luxurious** and **comfortable**, the **subtle** design of the SOPHIA LANDSCAPE follows the gentle contours of a mountain landscape in the moonlight, the 'Heimat' of Frommherz.

SOPHIA LANDSCAPE adds a strikingly sensual variant to the JORI sofa collection. Faithful to the JORI comfort standards, the **ergonomic** sitting experience and the **functionality** of this new lady have been refined to the point of **perfection**.

Especially attractive is the **dimensional programme** of SOPHIA LANDSCAPE, which makes different (corner) setups possible. Furthermore, one can choose from two cushion qualities, cuddly soft or sturdily comfortable, a back support for extra **comfort** and a series of organic fantasy elements that give it a **unique** touch.

A harmonious assortment of **coffee tables LAURA** completes the SOPHIA LANDSCAPE programme.



Like the entire JORI collection, the new sofa SOPHIA LANDSCAPE is manufactured with **craftsmanship** in the JORI production workshops in Belgium and it is available in a **wide range of colours** of **high-quality leather** and **fabric** coverings.

Recommended price: as of ± 4300 EUR (incl. VAT) for a sofa of 190 cm

With the 'JORI configurator' you can compose the SOPHIA sofa exactly **as you wish** on the basis of the **extensive list** of options.

### About designer Cuno Frommherz (CH)

The Swiss designer Cuno Frommherz (1963) started his own design studio as a self-taught man in 1996 in Burgdorf. Cuno Frommherz work revolves around a consideration of the aspects of space, aesthetics and perception of the individual. The consideration for 'spaces in between' play a vital part here. An important basis for his creative philosophy is derived from a statement once said by the Russian-American writer Joseph Brodsky: "I can only move my fingers because there are spaces between them".

He gets his inspiration from travelling to Tibet, Nepal and Morocco, but also from unspoilt nature, offering him the grateful input to give his designs that extra soothing space dimension.

Cuno Frommherz stacked important design awards with several of his designs.

## DAYDREAMER

DESIGN/JOACHIM NEES



The DAYDREAMER design represents JORI's first collaboration with German designer Joachim Nees and it adds a striking new accent to its recliner collection. Fleeing structured, clear contours, the new DAYDREAMER comes across as strikingly **subtle** and **inviting** with its sculpted, curved lines.

As fervent adherents of *timeless* design, *functionality* and *ergonomics*, with attention firstly for the needs of the *individual* user, designer Joachim Nees and JORI have clearly found a match in the new reclining model DAYDREAMER.

Averse to any structured, straight lines, the sculpted and flexibly curved design of the DAYDREAMER clearly adds a new note to the JORI recliner line. The carefully composed combination of refined curves and roundings guarantees its exceptional *comfort experience*, JORI's veritable trademark. The fine line finishing of the silhouette gracefully accentuates the roundings of the reclining furniture. The gleaming foot in structural lacquer reinforces the powerful look of the design. Thanks to its *compact* and extraordinary *elegant* look the DAYDREAMER lends a *striking* accent to the interior. In *combi-leather/fabric* covering DAYDREAMER looks very *refined*, but a uni-finishing in supple leather or beautiful fabric also offers a classy accompaniment for the design.

Like the entire JORI collection, the DAYDREAMER recliner is manufactured with *craftsmanship* in the JORI production workshops in Belgium and it is available in a *wide range of colours* of *high-quality leather* and *fabric* coverings.

Chassis: execution in black or mat bronze lacquered

Recommended price: as of ± 3400 EUR (incl. VAT) in leather

With the 'JORI configurator' you can compose the DAYDREAMER recliner exactly **as you wish** on the basis of the **extensive list** of options.

### About designer Joachim Nees (D)

After Joachim Nees (1967) completed his studies in industrial design at the University in Darmstadt he went to work as a furniture designer. In his work he attaches particular value to the quality of design and materials. Defender of the principle that 'form follows function', the future user is the central point in his creations, many of which have received major Design Awards.

## FUGA

DESIGN/FRANS SCHROFER



The design armchair FUGA is Dutch designer Frans Schrofer's first creation for JORI and translates sober design and pure craftsmanship into a markedly elegant silhouette.

Frans Schrofer's creations perfectly reflect the style of this designer. With respect for *tradition*, *contemporary* trends and a sharp eye for the *future*, Schrofer clearly puts his stamp on every piece of furniture that he designs.

The FUGA armchair appears to have been cut from a single piece. Its cocoon form achieves the perfect balance between *design* and *functionality*. The model is designed and crafted down to the smallest *detail*. The compact tub design undoubtedly derives from Schrofer's passion for racing sports and frame construction. The design has a particularly enfolding effect: FUGA invites you to nestle safely and *comfortably* in its contours.

The thin sculpted sides that join an elegantly convex back and the delicate legs place the model on an especially design base. Thanks to the optional high and low back variations and the elegant footrest, the FUGA armchair offers a striking single-seat variant in every interior. In *combi-leather/fabric* covering FUGA looks very *refined*, but a uni-finishing in *supple leather* or *beautiful fabric* also offers a *classy* accompaniment for the design. Double-stitched *Piping* provides the finishing touch.

Like the entire JORI collection, the FUGA armchair is manufactured with *craftsmanship* in the JORI production workshops in Belgium and it is available in a *wide range of colours* of *high-quality leather* and *fabric* coverings. A *combi-covering* in *leather/fabric* is also possible.

Chassis: execution in black or mat bronze lacquered

Recommended price: as of ± 1600 EUR (incl. VAT) for a low back chair in fabric

With the 'JORI configurator' you can compose the FUGA chair exactly *as you wish* on the basis of the *extensive list* of options.

### About designer Frans Schrofer (NL)

Frans Schrofer (1956) is the offspring of three generations of artists and furniture designers. After graduating from the Design Academy Eindhoven in 1983 he opened his own design studio: Studio Schrofer. His furniture combines tradition, contemporary trends, futurism and precision in well-conceived and discreet designs.

## TIGRA LANDSCAPE

DESIGN/VERHAERT NEW PRODUCTS



The successful Tigra sofa family welcomes a new addition: the TIGRA LANDSCAPE model with delightful loose back cushions, refined feet and movable headrests.

‘*Mix and match*’ is more popular than ever today. JORI is thus increasingly seeing extensive *personalisation* as the standard amongst its target public. Choosing Tigra thus means opting for your *highly-personal* feel. JORI therefore had the designer of the Tigra sofa add a third offspring to the family, which with its *sophisticated* look clearly distinguishes itself from its little brothers.

The new TIGRA LANDSCAPE version presents the same recognisable amply filled seat and contours of its predecessors. However it is equipped with loose back cushions that offer a *variable* sitting depth and in this way make both *active* and *loungy* sitting comfort possible in a single sofa. True to the JORI *body comfort* ideal, it comes with a (re)movable headrest, available as an option.

Incredibly *comfortable*, the TIGRA LANDSCAPE sofa is available with high or low armrests, which moreover can be either fixed or continuously adjustable. Just like the rest of the Tigra family, the TIGRA LANDSCAPE programme allows an *extensive* combination of elements: sofas, end elements, chaise longues, extension footstools, tables. 2 seat cushion widths are offered in order to fit in both *compact* and *spacious* interiors.

Like the entire JORI collection, the TIGRA LANDSCAPE sofa is manufactured with *craftsmanship* in the JORI production workshops in Belgium and it is available in a *wide range of colours* of *high-quality leather* and *fabric* coverings. Choice between 2 legs, available in different finishings.

Recommended price: as of ± 3886 EUR (incl. VAT) in fabric for a sofa of 190 cm

With the ‘*JORI configurator*’ you can compose the TIGRA LANDSCAPE sofa exactly *as you wish* on the basis of the *extensive list* of options.

### About innovation centre Verhaert New Products & Services (B)

Verhaert New Products & Services is a renowned innovation centre that develops innovative products and systems for a wide range of sectors: industry, lifestyle, medical and public sector. As a laboratory for innovation, Verhaert accompanies the creative process at JORI. The two companies work together closely in order to develop new ideas that embody JORI’s core values: design, comfort and durability. And the many years of collaboration between the two companies has clearly produced results, as shown by the patented design of the relax mechanism and the models Longueville, Chillap and Calypso.

## GLOVE PURE

DESIGN/CHRISTOPHE GIRAUD



The stylish sofa Gove owes its success to designer Christophe Giraud, whose designer's pen back in the day conjured up for JORI an **ultra-comfortable** sofa with a unique **armrest mechanism**. Today this **JORI classic** is getting a new outfit. The result is the **GLOVE PURE** model, which corresponds to the present-day look and feel. With a more tightly designed foot system, a finer front and a covering in refined new textures, it suddenly appears much more **youthful** and sophisticated.

In the world of design, reinventing classics is a popular sport that enables top models to score once again. And so JORI is also thinking along these lines and, instead of saying farewell to beautiful classics forever, the brand has figured out how, thanks to a number of discreet interventions, to give them a **new** life.

The preliminary condition is of course that the model be a genuine classic, revamped on an exemplarily **timeless** basis, which makes subtle adaptations possible while leaving the original DNA of the design untouched.

Designer Giraud has succeeded magnificently in this task. The new GLOVE PURE sofa preserves the soul of the classic model with the same accessible look, adjustable armrests and high back for optimal sitting comfort. The new impulse of the GLOVE PURE sofa resides in a number of **subtle** details, such as the tight **filigree** frame that culminates in rounded-off corners on extremely **fine** legs. Further, there is also the discreet **piping finish** around the silhouette of the sofa, which gives the design a special couture look. The front of the sofa also looks lighter thanks to the finer base. Finally, an extra **compact** 140 cm width size has been added to the programme, ideal for the (ever more frequent) **smaller** spaces.

Like the entire JORI collection, the new GLOVE PURE edition is manufactured with **craftsmanship** in the JORI production workshops in Belgium and it is available in a **wide range of colours** of **high-quality leather** and **fabric** coverings.

Available widths: 140/165/190/215 cm

Chassis: in black or mat bronze lacquered

Recommended price: as of ± 4409 EUR (incl. VAT) for a sofa of 165 cm

With the 'JORI configurator' you can compose the GLOVE PURE sofa exactly **as you wish** on the basis of the **extensive list** of options.

### About designer Christophe Giraud (FR)

As French architect, he graduated from the famed 'Ecole d'Architecture de Normandie'. Giraud covered the full gamut of architectural pursuits with due success: from devising public and private buildings, across designing showrooms and boardrooms right up to conceiving packagings and utensils. Architecture he describes as "aiming for balance between space and matter, between form and function".

## STELLATO

DESIGN/POCCI+DONDOLI



The Italian designer duo Pocci+Dondoli have what it takes: with exceptional talent they designed for JORI the trio of side tables STELLATO, **beautiful** to the eye and handily **light** in weight.

Executed in mat black or bronze lacquered and with an **artistically** elegant chassis, the STELLATO side table trio brings a playful **eyecatcher** into the interior. A dreamed-of resting place for a glass, a book or a tablet. The three heights make possible a **handy** utilisation in every sitting position or create an exciting interplay of lines. Moreover, the easily **removable** inlay in black glass or leather is designed to be especially **maintenance-friendly**.

Like the entire JORI collection, the STELLATO trio is manufactured with **craftsmanship** in the JORI production workshops in Belgium and it is available in mat black or bronze lacquered with inlay in black glass or leather.

Recommended price: ± 649 EUR (incl. VAT) for a table scale 40 cm

Dimensions: table scale 40, height 45 / table scale 50, height 55 / table scale 70, height 35 cm

### About designer duo Pocci+Dondoli (IT)

For Pocci+Dondoli design has to express beauty, harmony and freedom, as it can not be bound by strict established rules or exist as privilege of a social or cultural elite. The research on materials and processes, conceived to achieve maximum results in quality / price terms, is one of the main activities of the studio: they privilege materials that, through sophisticated processes, acquire nobility and elegance, such as aluminum and plastic, and other noble and antique materials like leather and hide.

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innovative seating comfort since 1963

## JORI - INNOVATIVE SEATING COMFORT SINCE 1963

Belgian company JORI creates **perfect seating comfort**. JORI has designed contemporary sofas, lounge & reclining chairs, chairs, tables and interior accessories since 1963. Each piece of furniture is created in close cooperation with **international top designers** and is developed at our own workshop with the greatest care.

JORI stands for 100% Belgian **craftsmanship**. Both our collections and custom furniture focus on a high-quality, **honest selection of materials** and a **sublime finish**. Our ambition is always **your comfort**.

### PRESS RELEASE & HD IMAGE

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

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