

SALONE INTERNAZIONALE DEL MOBILE MILANO

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JORI SURPRISES  
WITH INSPIRING AND  
RENEWED DESIGNS

On the occasion of the Milan Fair, the Belgian design furniture company JORI presents a number of inspiring and renewed designs. The transformable sofa **WING**, of designer HUGO DE RUITER, that has been successfully launched during the Cologne Fair earlier this year and now selected for the **i-Novo Awards 2016** at iSaloni, will be extended with the optically lower version, the **WING 'DIVAN BASE'**.

Furthermore, JORI presents the **ICARUS LOUNGE**, a seductive luxurious 'hammock' on base, designed by French designer CHRISTOPHE GIRAUD. Furthermore the **PENTAGONO** footstools and side tables of the Italian duo POCCHI+DONDOLI will be extended with an original basket.

In addition, JORI presents the innovative creations, that have been launched in Cologne earlier this year, to the international design public: the elegant sofa **LADY**, a creation of the Swiss designer CUNO FROMMHERZ, the armchair **AIDA** of the French designer CHRISTOPHE GIRAUD and finally the playfully set of **PENTAGONO** footstools with side tables of the Italian designers POCCHI+DONDOLI.

Moreover JORI presents itself in Milan as the pioneer in **digital product visualization** for high-end seating furniture: a handy '**CONFIGURATOR**', which allows you to configure your seating furniture yourself. This by choosing from the vast range of materials and accessories offered by the brand. **All JORI seating models** and thus the **newest creations** as well, can be assembled as desired thanks to the configurator.

## JORI DEVELOPS THE MULTIFUNCTIONAL WING 'DIVAN BASE'

DESIGNED BY **Hugo de Ruiter**

There are various opinions about the design of seating furniture. Some love a highly positioned model with an elegant frame, others prefer a low covered seating element, where you barely see the frame. In order to extend the **success of the multifunctional WING**, launched during the autumn of 2015, towards a larger public, JORI came up with a variant of the original open base-model: the WING 'DIVAN BASE'.

The WING 'DIVAN BASE' is oriented towards lovers of **functional**, optically low seating models, of which the seating or lying options can be adjusted **according to the needs of the moment**. This new version maintains the **ultra transformable** characteristics of its older brother, but is optically 10 cm lower with a seat that nearly caresses the floor. The seating height of both WING-models remains however identical.

In its default position the WING 'DIVAN BASE' is, just like the WING 'OPEN BASE', set up as a cosy '**corner sofa**', of which you can customize the seating comfort. But you can also go for the '**double chaise longue**' position to watch television or enjoy a nice chill. On the other hand, in no time, you can transform the WING into a '**lounge**' position to lie down at full length. In '**island**' position you change it into a living environment on itself, to lay down, to read a book or to chill out all by yourself or in company of friends or family.

Just like the entire JORI collection the new WING 'DIVAN BASE' is manufactured with **craftsmanship** in the JORI production unit in Belgium and is available in a **wide range of qualitative leather and fabric colours**, which can be combined together. The **fabric** version is available with ornamental **stitch** or **piping**, the **leather** version with ornamental **stitch**. Indicative price: ± € 10.000 in basic **leather** / € 8.800 in basic **fabric**. The '**JORI CONFIGURATOR**' allows you to compose the WING 'DIVAN BASE', by means of a wide range of options, completely according to your wishes.

[www.jori.com/en/wing](http://www.jori.com/en/wing)



CORNER SOFA



LOUNGE



DOUBLE CHAISE LONGUE



ISLAND



BED

### DESIGNER **HUGO DE RUITER** (NL)

For the Dutch designer Hugo de Ruiter (1959) his design and functionality are the building stones of his creations, or design is only innovative when it combines striking **functional properties to a surprising design**. The designer finds his passion in nature, art, architecture and technology, but especially in life itself.

## SCULPTURAL - PURE - SEDUCTIVE

# JORI DESIGNS THE ICARUS LOUNGE CHAIR

At the Milan Fair, the Belgian design furniture company JORI presents its latest creation, the ICARUS LOUNGE, designed by the French designer **Christophe Giraud**.

The new ICARUS LOUNGE CHAIR looks like a seductive hammock on base. And this is also how JORI sees it in each interior: as an **inviting eye-catcher**, that stimulates to install yourself on the comfortable lay bed and slowly dream away.

Designer Christophe Giraud created the Icarus lounge as an **aesthetic sculpture**, that catches the eye with its natural and pure character. A refined luxurious 'hammock' on base, that **easily integrates into nearly each interior**: living room, office, library or bedroom. The height of the model is technically calculated so that the lounge position can be easily reached by everyone. Once settled down, it is striking how the shape of the ICARUS LOUNGE seems to **embrace** its user.

Just like the entire JORI collection, the new ICARUS LOUNGE is made with **craftsmanship** in the JORI production units in Belgium and is available in a **wide colour range of qualitative leather-and fabric upholsteries**. The model is offered on a burnt oak base.

Price: ± € 1.900 in entry **fabric** with base in burnt oak, ± € 2.250 in entry **leather** with base in burnt oak.

The **JORI CONFIGURATOR** allows you to configure the ICARUS LOUNGE according to your own wishes choosing from a wide range of options – [www.jori.com](http://www.jori.com)



### DESIGNER **CHRISTOPHE GIRAUD** (F)

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**".

## CLEVER – PRACTICAL – ELEGANT

# THE PENTAGONO BASKET

On the occasion of the Milan Fair, JORI completes the PENTAGONO set of footstools and side tables with a **handy basket**, designed by the Italian duo **Pocci+Dondoli**.

Lately the JORI accessory range has been extended with an inventive basket, to complete the PENTAGONO set of footstools and side tables, designed by Pocci+Dondoli. They have playfully reversed the pentagonal footstool, so the broadened base now functions as a funnel and perfectly fits in with the PENTAGONO set.

Just like the entire JORI collection, the new Pentagono basket is made with **craftsmanship** in the JORI production units in Belgium and is available in a **wide colour range of qualitative leather and fabric upholstery**. The inside is covered in a neutral grey fabric.

Price: ± € 1.000 in entry **fabric**, ± € 1.250 in entry **leather**.

The **'JORI CONFIGURATOR'** allows you to configure the basket according to your own wishes choosing from a wide range of options – **[www.jori.com](http://www.jori.com)**



### DESIGNERDUO **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.

### 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. The company has conquered a unique position on the international design furniture market.*

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