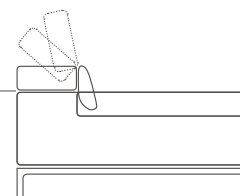


## HAPPY ANNIVERSARY !

> JORI ICON **SHIVA** IS TURNING **40**



The SHIVA sofa still **successful** after 40 years

Since French designer **Jean-Pierre Audebert** put the first lines of the SHIVA design sofa down on paper 40 years ago, thousands of models have left the Belgian JORI production site. Today, SHIVA's **pure** lines, **flexible** comfort and **modular** character are still hugely popular.

*Jean-Pierre Audebert* is one of the designers who undoubtedly contributed to the development of the JORI collection's **success**.

40 years ago, Audebert drew the first lines of a **trendy**, sleek sofa for JORI that went on to surprise the market with its **sleek**, **soothing** design and **extremely low** back. Even though his design was not actually marketed until 10 years later, Audebert and JORI were clearly ahead of their time with this model, and the **innovative** design instantly left its mark on JORI's distinct DNA.



model: **JR-3900** - design: **Jean-Pierre Audebert**

### So why 'SHIVA' ?

The name of the Hindu supreme god SHIVA is linked to the philosophy of the **Kamasitra collection** that JORI launched around the turn of the century and that included SHIVA. The name Kamasitra is inspired by the ancient Indian book of love, the **Kamasutra**, and the '**all shapes of life**' promise. This guide teaches you how to reach the **highest physical pleasure** by using all your senses, and how to **relax your mind completely**. This quest for supreme **physical** and **mental** pleasure is exactly what also inspired JORI for the design of its seating collections.

SHIVA would not be a true part of the JORI family if it did not pay a great deal of attention to the **flexible** comfort this Belgian brand prides itself on. The optically low back, for example, is foldable with a simple push for the best possible **comfort experience**.

40 years later, SHIVA has stood the test of time and is still a **bestseller** in the JORI range after a few slight design and comfort tweaks.



model: SHIVA JR-3960 - design: Jean-Pierre Audebert

In addition to **leather**, SHIVA is now also available in **fabric** and its frame has recently been made **lighter**. The model's main advantage is undoubtedly its **modular concept**, which has been extended over time to include an impressive range of **personalised options**. Some examples are the available **seat height** in three dimensions, a choice of **armrests**, several luxurious **leg finishes** and a wide range of **upholstery** and **cushions**.

The SHIVA seating range also includes many types of **footstools** and side **tables** that can be **integrated** into the seating configuration or added as a stand-alone element according to the customer's **wishes**.

SHIVA's 40th anniversary should not go unnoticed and deserves a **festive** celebration by the JORI sales network.

This year, JORI is paying tribute to the SHIVA icon and designer Jean-Pierre Audebert. **Its entire dealer network is now offering the current SHIVA sofa model at festive conditions until the end of 2020.**



tafel SHIVA JR-t396

### About designer Jean-Pierre Audebert

It was in 1967 that Juan Jorion met Jean Pierre Audebert in Paris at the salon of the famous 'Société des Artistes Décorateurs', an organisation which groups the crème de la crème of French designers. Audebert presented a furniture collection for young children and also a range of office chairs. A close collaboration was born which contributed to the success story of JORI.

Jean-Pierre Audebert graduated from the Ecole Boulle, where he was also a professor at the beginning of his career. As an architect, he earned his stripes with interior projects for financial institutions, public buildings and schools. He also carried out several projects for the French High-Speed Train or TGV net.

### 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 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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