

**CLERKENWELL
DESIGN WEEK**

23-25 MAY 2017

JORI BRINGS EYE-CATCHING INTERNATIONAL DESIGN TALENT TO CLERKENWELL 2017

The Belgian design furniture company JORI introduces during the Clerkenwell Design Week **eye-catching creations** of **international** designers.

The Italian designers **POCCI+DONDOLI** have designed the 'sporty' lounge chair **PRELUDE**. Striking is also the elegant armchair **LAGOM**, a brilliant vintage creation of the Dutch designer **HUGO DE RUITER**.

But also the Frenchman **JEAN-PIERRE AUDEBERT** doesn't lag behind. He surprises with the 'fluffy' **RAPSODY** lounge chair which demonstrates his interpretation of the modern lounge chair. He is also the creative brain behind the spacious new sofa concept **GITANO**.

Last but not least JORI shines a light on the talent of British designer **DAVID FOX** with this crowned **BLOOM** model family, a combination of armchair and (side) table.

LOUNGE CHAIR & FOOTSTOOL PRELUDE

Design by POCCHI+DONDOLI (IT)

Lounge chairs today are a favoured item in the interior. They meet the current need of '**desocializing**', the need to separate oneself from the stressful and noisy outside world, and to completely immerse in oneself. The **cocoon concept** of the lounge chair, with its seductively **comfortable** inner shell, fits in perfectly with this trend.

Match a design lounge chair to an XL wellness factor? Perfect match for JORI, who viewed this as an assignment for the Italian designer duo Pocchi+Dondoli. Not a wrong choice. They designed with their Italian flair the exclusive lounge chair PRELUDE: an undeniable **eye catcher** with its elegant open shell shape, of which the tight outline contrasts sharp with its seductively soft inner shell. The 2 refined leather ribbons on the inside lend the model its exclusive sporty '**couture**' look. The graceful legframe looks remarkably elegant, and elevates the model to being an **artwork on a base**.

Because of its discreetly refined look, the lounge chair PRELUDE **integrates** smoothly into each room of the interior, whether it is the living space, office or dressing room.



A fun and original detail is the option of **combined covering**, which allows to have the inner and outer shell in different coverings. The concept invites you to feel as a designer yourself and to compose your very **own** lounge chair PRELUDE.

Just like the entire JORI collection, the lounge chair PRELUDE is **manufactured** in the JORI production workshops in Belgium, and is available in a **large colour range** of **quality leather** and **fabric** coverings. Ribbons are matched to the outer shell covering.

Recommended sales prices: from +/- € 3.200 (incl. VAT) in **fabric** for combination lounge chair + footstool.

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

ARMCHAIR LAGOM

Design by HUGO DE RUITER (NL)

Inspired by the work of Scandinavian designer icons and the rolling landscape with the billowing sea of the Scandinavian coast, the model LAGOM flowed from the designer hand of Hugo de Ruiter, an undeniable **'vintage' masterpiece**.

'Lagom' stands for the Swedish **'nearly perfect'** or **'in the right proportion'** and thus marks the essence of the design by Hugo de Ruiter. The undulating lines of the seat and the elegantly curved surfaces of the armrests look seamlessly perfect and nicely in proportion. The designer interprets these as the flowing motion of a wave, right before it curls and plunges into the sea.



The **elegant piping** accompanies virtuoso this wavy motion. The wooden frame of **high-grade walnut** feels as soft as baby skin and underlines the **exclusive nature** of the armchair.

The new LAGOM model unites in a **subtle** way the unique **craftsmanship** of JORI and the vision of the designer. **Design, material** and **optimal seating comfort** are perfectly intertwined. The armchair is exceptionally **light** and quite **compact** and thus allows it to be **combined** on several locations in the interior.

Just like the entire JORI collection, the armchair LAGOM is **manufactured** in the JORI production workshops in Belgium, and is available in a **large colour range** of **quality leather** and **fabric** coverings. Frame of high-grade walnut. **Contrasting leather piping available**.

Recommended sales prices: from ± € 1.700 (incl. VAT) in **fabric**, ± € 1.995 (incl. VAT) in **leather**.

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

LOUNGE CHAIR & FOOTSTOOL **RAPSODY**

Design by JEAN-PIERRE AUDEBERT (F)

With the new RAPSODY lounge version, its designer Jean-Pierre Audebert designed a **contemporary cocoon** version of the classic JORI recliner. The new model meets in every way the **current profile** of a lounge chair fanatic.

Delightfully 'fluffy', somewhat chubbier and less stretched than the JORI classics, it looks **seductively nestable**: like a **comfortable shell**, ideal for a hideaway moment after a harsh day or for a power nap. The design looks **harmonious, fluent** and **stylish** in its **sobriety** and **finish**. For those who love a spicy detail, the design offers a **contrasting piping** around the chair and footstool as an option.



Both the lounge chair and footstool are mounted onto a central 4-star designer base, which lends the model an additional **modern** accent. True to its DNA, JORI paid considerable attention for the **seating comfort** of this model as well: the RAPSODY lounge chair is equipped with a tilting mechanism, which allows you to determine **yourself** how active or passive you wish to lounge.

Just like the entire JORI collection, the RAPSODY lounge chair and footstool are **manufactured** in the JORI production workshops in Belgium, and is available in a **large colour range** of **quality leather** and **fabric** coverings. Chassis in epoxy black or black chrome finish.

Recommended sales prices: from ± € 4.000 (incl. VAT) in **fabric**, ± € 4.800 (incl. VAT) in **leather**.

Contrasting piping: + € 250.

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

SOFA GITANO

Design by JEAN-PIERRE AUDEBERT (F)

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**.

Recommended sales prices: ± € 4.600 (incl. VAT) in **fabric** for a model of 205 cm

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

COMBINATION ARMCHAIR/TABLE BLOOM

Design by DAVID FOX (UK)

For the design of this model family BLOOM, British designer David Fox was inspired by the **natural blooming process** of a flower, during which the petals gracefully fold **open**. The concept was awarded the **Design and Design International Award**.



The bucket chair is available with an outer shell in **walnut** or **white oak veneer**, but also in **fabric** or **leather**. The table concept offers a choice between 3 bases in 2 heights and 2 different table tops (diameter 85 or 105) in walnut or white oak veneer. This allows the table to be used both as **coffee table** or small compact **dining table**.

Just like the entire JORI collection, the model family BLOOM is **manufactured** in the JORI production workshops in Belgium.

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

ABOUT JORI

Being a fixed value in the premium segment, the Belgian design furniture company JORI (www.jori.com) designs and manufactures contemporary seating furniture, tables and interior accessories in collaboration with international top designers since 1963. The company has managed to establish itself on a unique position on the international furniture market.

PRESS RELEASE & HD IMAGE

Through the following permanent link: www.jori.com/presskit

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