



Designed for dynamic seating

WELLNESS EXCELLENCE MEETS ERGONOMIC SEATING

Five-star wellness resort Das Kranzbach opts for ultimate **dynamic seating comfort by JORI.**

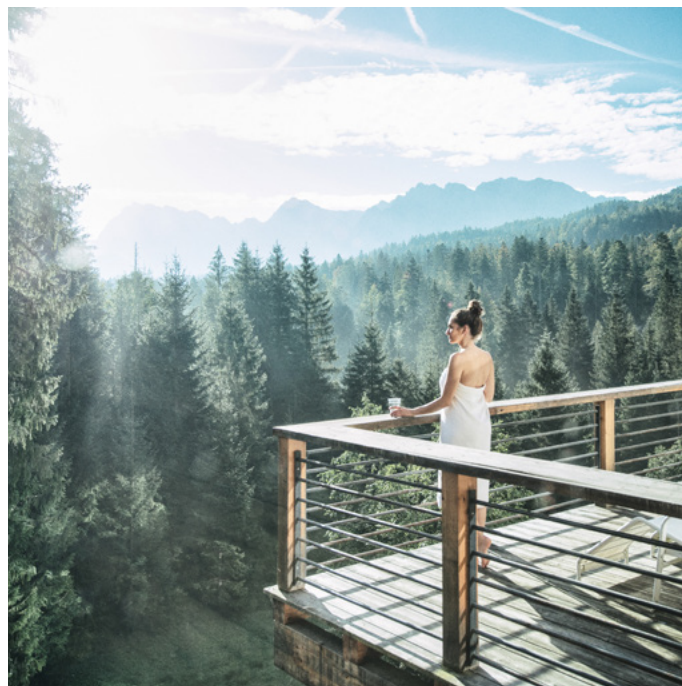
After a comparative test between three top seating furniture designers, the owners of German five-star hotel Das Kranzbach decided to equip its 59 renovated guest rooms with the award-winning JORI **Daydreamer reclining** and **lounge chair**.





The five-star hotel and wellness resort Das Kranzbach sits in a unique location in a protected mountain valley near the Olympic ski resort of the German town of Garmisch-Partenkirchen. The hotel is a combination of old and new. Some of the rooms and reception areas are housed in the over-a-century-old castle building. In the adjoining garden a modern annex was erected, whose 59 rooms were recently renovated.

As part of this renovation project, JORI was contacted by the hotel owner to fit each room with two models of the Daydreamer family: the Daydreamer reclining and lounge chair. Both models are equipped with JORI's **patented recliner mechanism** but the comfortable high back and armrests and the adjustable back and footstool also contribute to an **invigorating and uniquely relaxing experience** for the hotel guests. With the aid of the smoothly turning base, both reclining chairs can swivel in any possible direction to take in the breathtaking mountain views that unfold beyond the expanse of the large terrace windows.



Thanks to the undulating lines and combi upholstery in soft nubuck leather and natural-coloured tweed, the JORI Daydreamer fits the minimalist design of the room like a second skin. The sober customisation is executed in natural oak indigenous to the region and the discrete fabrics and accessories in soft earth tones allow the interior to blend in perfectly with the surrounding nature. This way Das Kranzbach treats its visitors to an intense, overall wellness experience, right down to the seating comfort of their hotel room.



Voted winner of the **German Design Awards 2020**, the JORI Daydreamer is known as a revolutionary, innovative recliner design developed in collaboration with German designer Joachim Nees. The sculpted design and **patented JORI recliner mechanism** guarantee a uniquely relaxing experience. The back and foot sections can be adjusted in a single movement (mono-move). Swivel base.



The JORI Daydreamer lounge chair is just as generous and snuggle-ready as its successful cousin, the Daydreamer recliner. Its organic design lends it an **iconic appeal**. **The back can be adjusted** in a single movement thanks to the practical side lever. The model is equipped with a swivel base and is also available with a footstool.

ABOUT JORI - DESIGNED FOR DYNAMIC SEATING

JORI works with international designers to create beautifully **ergonomic, personalised sofas and reclining chairs**, manufacturing them with the greatest care in its Belgian workshops. This traditional craftsmanship and the use of materials of the very highest quality guarantee the sublime finish and **long service life** of every item of JORI furniture. These key ingredients have been at the heart of JORI's success for more than 55 years, offering all customers unparalleled seating comfort, each and every day: **designed for dynamic seating**.

Distribution is through an international network of independent distributors and agents. Thanks to its annual participation in the furniture fairs of Cologne and Milan the brand's name awareness continues to grow **worldwide**. In 2019 JORI opened its first flagship store in Taipei. From day one, the development of JORI's **unique patented recliner mechanism** allowed them to position themselves as the global leader in the recliner sector. In addition to seating furniture the JORI collection also offers a range of tables and footstools.

PRESS RELEASE & HD IMAGE

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

PRESS CONTACT

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