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versary



Designed for dynamic seating

imm2023 - SPRING EDITION

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JORI  
60 YEARS PIONEER  
IN DYNAMIC SEATING COMFORT

At imm2023 in Cologne, JORI celebrates 60 years of pioneering dynamic seating comfort with its new creation: the ultimate flexible sofa **EDEN**.

'NEW'  
2023

**JORI** 1963

Designed for dynamic seating

## EDEN SOFA

DESIGN / SVEN HANSEN



With its recent 'dancing marketing concept', JORI clearly focuses on the agile elegance of its collection, each model of which stretches and folds to suit its user. JORI found the perfect ally in Berlin designer Sven Hansen to add lustre to 60 years of dynamic seating comfort with his ultra-flexible creation, the **EDEN** sofa.

The designer accomplished his task masterfully. With the **EDEN** sofa, he unites two parameters in one creation: the ultimate in **adjustable** seating comfort and the pure radiance of **timeless** design.

A rare creative process in which **artistic craftsmanship** and **ingenious technology** are an extension of each other. From a model in clay, Sven Hansen meticulously sculpts his creations into the ideal form. Only then does he cast the final 'work of art' in a 3D simulation, and sofa **EDEN** sees the light of day.

But **EDEN's** design process does not end here by a long way. After all, design and seating comfort are an inseparable duo for JORI. Consequently, time for the second phase, in which **designer** and **engineer** work intensively together to seamlessly tune the design to ultimate **flexible seating comfort**.

The result is impressive. **EDEN** has not stolen its name and promises its occupants '**paradise on earth**' in terms of seating quality. Depending on everyone's 'mood', the sofa can be adjusted from an upright, **dynamic** seating position to a **relaxing** one in the blink of an eye. By clicking on the backrest, the head rest frame slides upwards. Now just arrange the head cushion, add the footstool and you are 'in paradise'.

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## EDEN SOFA

DESIGN / SVEN HANSEN

Like the entire JORI collection, sofa **EDEN** is manufactured with *craftsmanship* in the JORI production workshops in Belgium and is available in all *leather* and *fabric* qualities of the range. You can also combine the fabric version with a base in quality leather.

The sofa is finished with refined piping all around and an elegant flat seam on the seat in leather or fabric. Back and arm cushions included.

**EDEN** is offered as a *modular* sofa range consisting of 3 sofas (160/185/210), 3 build on sofas, a corner and intermediate element and footstool.

### ABOUT DESIGNER SVEN HANSEN

Sven Hansen lives and works in Berlin, where he also earned his degree in industrial design. He designs premium, manual crafted upholstery furniture but also highly industrial produced products.

His way of designing reflects this dualism between craft and technology, as he combines up to date computer technology with hand crafted clay models. Especially for furniture with mechanical functions, that enable dynamic seating, it is just perfect to combine these two worlds.

The result is seating furniture with a sustainable, stand alone elegance beyond fashionable moods, and is flexible for all situations of life.



Designed for dynamic seating

## 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 60 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. Since the foundation in 1963, 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](http://www.jori.com/presskit)

## PRESS CONTACT

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