

100%**design**

London • 21 - 24 September 2016 • 10.00 - 18.00

Olympia London - Hall Interiors - L326

NEWCOMER TO 100% DESIGN – LONDON:
BELGIAN DESIGN FURNITURE COMPANY
JORI

The Belgian design Furniture brand JORI participates in the London contract fair, 100 Percent Design for the first time. From the get-go in 1963, the label is a reference in the world of top design, because of its premium model range, which stands for a perfect association of sophisticated design, personalized comfort and high quality.

If JORI is a growing player on the international contract market today, it is surely so because the label has, since the very beginning, continuously strived for the development of models, which fit in as much as possible with the contemporary trends and **individual needs** of the end user. With this in mind, the company works together with **internationally renowned designers** and **technical product developers** for each new design.

JORI offers **functional aesthetics**, and this is what distinguishes the brand in the world of design furniture. Each design, whether it is a sofa, recliner, chair, table or lifestyle accessory, is the response to the consumer demand for customized user **comfort** and **top design**. With this in mind, the JORI range offers almost endless combination possibilities in terms of components, materials/colour-selection and accessories, and ensures functional custom-made goods.

Recently, JORI has developed an efficient configurator - being the first to do so in the high end design furniture - which can be consulted as a web based application on www.jori.com/en/configurator. This configurator is a **premiere** in the design world; a unique tool to tailor JORI models in function of each **specific interior**.

All these strengths make JORI an interesting **partner** to have on the contract market. The JORI models have meanwhile evolved to an important reference for developing projects in the hotel & catering industry, corporate, commercial, health and wellness sector.

<http://www.jori.com/downloads/project/JORI%20cataloog%20CONTRACT.pdf>

On the occasion of 100 % Design, JORI introduces the following creations:

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 **pipng**, 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

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.

INVENTIVE - PLAYFUL - HANDY

'PENTAGONO', SET OF FOOTSTOOLS, SIDE TABLES AND BASKET

'Pentagono', the convenient set of footstools, side tables and basket is a clever creation of the Italian designer duo Pocchi+Dondoli. They join the JORI accessory line, which was launched in 2015 to mark IMM Cologne.

Footstools, side tables and baskets are currently trending. We increasingly long for a mobile and flexible interior, which allows us to tune the set-up of our interior to changing situations and living habits. JORI eagerly responds to this and has called the Italian designer duo Pocchi+Dondoli at its side to develop a programme of footstools, side tables and basket in different sizes.



The footstool mainly had to look 'different'. Pocchi+Dondoli have achieved this goal exceptionally well. The designer duo surprises with a remarkable design which is named 'Pentagono', after its regular pentagon form.

The Pentagono footstool does not only have five angles, but is also **five times unique**:

1. The shape of the footstool is not only original, but adds to its **comfort**. Knee support wherever you wish to sit thanks to its straight seat which elsewhere is only found on square or rectangular footstools.
2. Thanks to the five corners, you are always facing the **right direction**, without having to move the footstool.
3. The pentagon shape looks straight, but hides discreetly curved lines and rounded corners for **extra JORI comfort**. Refined ornamental pleats accentuating the corners acknowledge the top design talent of Pocchi+Dondoli.
4. The **combination of footstool and side table** is a given. Each footstool has its table with durable tabletop, Handy for a glass and snack, or to quickly browse your laptop or tablet.
5. The likewise pentagonal side table slides smoothly over the footstool for **more space and comfort**, thanks to clever tripod design.

Just like the entire JORI collection, the Pentagono footstools are manufactured with skill in the JORI production facilities in Belgium. They are available in 3 heights and can be assembled as desired from a wide colour range of high quality leather and fabric coverings.

Recommended price: ± € 750 to 1.150 in leather depending the size.

The assorted side tables also exist in 3 sizes and have a durable table top in walnut and a tripod undercarriage in high-quality chrome high-gloss or epoxy black. Recommended price: from € 350 to € 850 depending the size.

The Pentagono basket is available in a **wide colour range of qualitative leather-and fabric upholsteries**. 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 Pentagono footstools, tables and basket according to your own wishes choosing from a wide range of options – www.jori.com

DESIGNERDUO POCCHI + DONDOLI (IT)

For Pocchi+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.

TIMELESS ELEGANCE

LADY

Paragon of traditional knowhow, fits in both modern and classic interiors. Developed to sit and to chill blissfully stretched out, to hang or lie. After a hectic workday, we look forward to the serene, **tranquilizing** silence. To nestle as we like, and to fully load off the tension, JORI has created Lady. Thanks to the extending seat, you can both sit comfortably and blissfully chill out, to stretch and to hang. Moreover, the sofa can instantly be **transformed** into a guest bed. Sitting or lying with or without cushions. Cushions easily supporting your back thanks to their ingenious construction. The corner sofa stands out because of its **low streamlined look** and its details displaying traditional knowhow, such as the (optional) capitonné finish of the back. Lady integrates seamlessly into countless house types, styles and habits. The vast choice of cushions and accessories allow far-reaching individualization.



DESIGNER CUNO FROMMHERZ (CH)

The Swiss designer Cuno Frommherz (1963) started his own design studio as a self-taught man in 1996 in Burgdorf. Cuno Frommherz work revolves around a consideration of the aspects of **space, aesthetics** and **perception** of the individual. The consideration for '**spaces in between**' play a vital part here. An important basis for his creative philosophy is derived from a statement once said by the Russian-American writer Joseph Brodsky: *"I can only move my fingers because there are spaces between them"*.

He gets his **inspiration** from travelling to Tibet, Nepal and Morocco, but also from unspoilt nature, offering him the grateful input to give his designs that extra soothing **space dimension**.

Cuno Frommherz stacked important design awards with several of his designs.

SCULPTURAL - PURE - SEDUCTIVE

ICARUS LOUNGE

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 model is presented on a brand new burnt oak base, but is also available on the other bases of the JORI collection.



DESIGNER CHRISTOPHE GIRAUD (FR)

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"*.

DRIVEN TRIPOD

RUMBA

Light, easily movable and ultra comfortable: a unique tripod that knows how to combine lightness and a sense of security. The close-fitting, **cocoon-shaped** backrest of this leather armchair provides a separate feeling of **well-being**.



DESIGNER VERHAERT NEW PRODUCTS & SERVICES (NL)

Verhaert New Products & Services is a renowned innovation centre that develops innovative products and systems for a wide range of sectors: industry, lifestyle, medical and public sector. As a laboratory for innovation, Verhaert accompanies the creative process at JORI. The two companies work together closely in order to develop new ideas that embody JORI's core values: **design, comfort and durability**. And the many years of collaboration between the two companies has clearly produced results, as shown by the **patented design of the relax mechanism** and the models Longueville, Chillap and Calypso.

MINIATURE CLASS

AIDA

Amazing seating comfort in a very **light** and **ultra compact** creation. Refined armchair with low or high back and matching footstool fit perfectly in smaller interiors. In optimum conditions, to be wrapped up in beautiful music, is also possible in smaller interiors. Christophe Giraud proves this with the Aida, a sublime designer chair, as compact as a chair, as comfortable as a lounge chair. The model is after all available in two back heights. Thanks to its small size and amazing light weight, Aida scores as an **easily movable** armchair. Deliciously slumping in its inclined soft seat. The perfectly fitting armrests, which form a whole with the seat, provide a **unique comfort** experience. The matching optional footstool completes the well-being experience. This beautifully designed, small, light and compact armchair is without any doubt an **expression of class in miniature**.



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LEGENDARY FINISH SQUARE

Modern technology combined with a legendary finish as a variation on the **Chesterfield theme**. The special style and **unique appearance** of the Square is achieved by the small leather loops on the front. The comfortable line is accentuated by its slightly inward-sloping back, that provides a **superb sitting and reclining experience**. Available in two versions; **mono-move** (back and footstool adjustable in one single movement) and **multi-move** (back and footstool adjustable in two separate movements).



DESIGNER JEAN-PIERRE AUDEBERT (FR)

French interior designer, member of the renowned Paris 'Société des Artistes Décorateurs', an organisation which groups the crème de la crème of French designers, both in the areas of interior design and architecture. Graduated from the 'Ecole Boulle', Audebert earned his spurs with home interior projects and designs for financial institutions, public buildings and schools. He devised a range of different projects for the French High-Speed Train or TGV network.

About JORI

Being an established value within the premium segment, the Belgian design furniture company JORI (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.

PRACTICAL PRESS INFO

HD visual material can be downloaded through the following link (without password): www.jori.com/presskit

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