

JORI **design** rewarded:

3 JORI designs nominated  
for the **GERMAN DESIGN AWARDS** 2019

The international jury of the **GERMAN DESIGN AWARDS** has selected **3 JORI** creations for their exceptional design.

From the very beginning in 1963, JORI has started with **talented international designers** for the development of its collection. Every year this team is reconsidered and completed. In the collaboration, the **dialogue** with the designer is at the centre stage. Every creation is **discussed** in detail with the whole team and **evaluated** on its **design** and **comfort** quality.

Today JORI sees its investment rewarded and acknowledged with these important nominations, distributed by the **international** and **independent** Rat für Formgebung.

The sofa **ORYX** and the arm chair **LAGOM** are nominated as '**SPECIAL MENTION**' in the category 'furniture'.

The lounge chair **GRIFFON** is nominated as '**WINNER**' in the same category. Furthermore, this design has been rewarded with an extra distinction in the selection of the '**ICONIC INNOVATIVE INTERIOR AWARDS 2019**', because of its **innovative** character. The combination of the **compactness** and optimal **lounge comfort** of this **timeless** classic has been highly appreciated.

These nominations by an international design jury give to our JORI creations a special place within the world of **high-quality** interior design.

## ARMCHAIR LAGOM

DESIGN BY HUGO DE RUITER (NL)



### UNDULATING LINES IN A FLOWING MOTION

*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** or **epoxy black**. **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**.

## SOFA ORYX

DESIGN BY CHRISTOPHE GIRAUD (FR)



### GRACEFUL STATEMENT FOR THE URBAN EXPLORER

*Fascinated by the graceful silhouette of the antelope, designer Christophe Giraud translated the **elegant look** of this desert animal into a strikingly svelte sofa, which stands out thanks to its **pure design** and **subtly elaborated details**.*

The new sofa model of French designer Giraud is an ode to the **proud** and **elegant** bearing of the antelope or oryx, regally posed on its slender legs and **perfectly integrated** in its natural environment. The designer succeeds perfectly in attributing the same characteristics to his creation. The ORYX sofa model seduces with its strikingly simple and elegant appearance. The **well-considered** interplay of lines with fine, straight contours and sloping diagonals, in combination with the **nonchalant** play of the cushions, give the design a **distinct** and **playful** cachet.



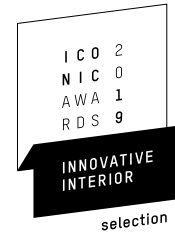
With the well-conceived design of the graceful feet, executed in high-gloss chrome or lacquered in black or bronze, Giraud gives a wink to the **graceful** horns of the elegant antelope. They lend the creation a **modern 'lightness'**.

And did designer Giraud keep the **patented** Jori comfort requirement in mind? He certainly did: the loose cushions are equipped in back with **comfort-increasing** little rolls and thus ensure that sinking into them is a **delightful experience**.

Just like the entire Jori collection, the ORYX sofa is created with painstaking **craftsmanship** in the Jori production workshops in Belgium and is available in **high-quality leather** and **fabric** coverings in a **wide range of colours**.

Recommended sales prices: from ± € 4.000 for a model in fabric of 220 cm. Additional cushions optional.

The '**JORI configurator**' allows to compose the ORYX as **wished** - [www.jori.com](http://www.jori.com)



## LOUNGE CHAIR **GRIFFON**

DESIGN BY HUGO DE RUITER (NL)

*ELEGANT NESTLING IN A SURPRISINGLY COMPACT LOUNGE CHAIR*

*These days, the need to **nestle**, as way of escaping from the hectic world outside, is one of the primary needs of consumers. Designer Hugo de Ruiter responded adeptly to this desire by creating the elegant GRIFFON lounge chair with matching footrest.*

The GRIFFON design chair is an elegant and **surprisingly compact** lounge chair in a rounded tub form. The ingenious design is supported by the welted seams that run in a **virtuoso** looping around the outer shell and through the back of the model.

The curves of the tub sculpture have an **‘embracing’** effect and invite to **delightful nestling**. The luxurious execution in velvety soft material or supple leather feels like a second skin. The elegant **footrest** perfectly completes the comfort experience of the GRIFFON lounge chair. A beautiful example of the **unique Jori comfort** concept.



The **refined** star-shaped foot lends the lounge chair a **dynamic** cachet and ensures its **stable** and **stylish** support. Thanks to the smooth **rotating/reclining mechanism**, various **sitting** and **lying** positions can be set.

Just like the entire Jori collection, the GRIFFON lounge model is created with painstaking **craftsmanship** in the Jori production workshops in Belgium and is available in **high-quality leather** and **fabric** coverings in a **wide range of colours**.

The GRIFFON lounge chair also exists in an **‘active’ version**, the **GRIFFON armchair** with swivelling foot and without reclining mechanism. Both the **footstool** and the **cushion** are **available separately**.

Recommended sales prices: from ± € 3.500 EUR for lounge + footrest + cushion in fabric

The **‘JORI configurator’** allows to compose the GRIFFON lounge chair as **wished** - [www.jori.com](http://www.jori.com)

## JORI - INNOVATIVE SEATING COMFORT SINCE 1963

Belgian design furniture company JORI ([www.jori.com](http://www.jori.com)) is a well-established name in the premium interior design industry and designs and manufactures sofas, lounge & reclining chairs and interior accessories in collaboration with international **top designers**.

The JORI DNA is reflected in pioneering and **timeless** designs, **innovative tailor-made** seating comfort and guaranteed **product quality**, thanks to 100% Belgian **craftsmanship** and a **high-quality** selection of materials. This has enabled the company to gain a unique position in the **international** furniture market.

### PRESS RELEASE & HD IMAGE

Through the following permanent link: [www.jori.com/presskit](http://www.jori.com/presskit)

### PRESS CONTACT

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