
13 - 19.01.2020
Hall **11.01** - Stand **A 021**

JORI ON A COMPACT 'CITY TRIP'

new compact and urban collection

To respond to the current trend towards increasing urbanisation and concentrated spaces, JORI is introducing at the Cologne furniture show a surprisingly compact **seating** and **accessory** programme.

The domestic lifestyle evolution towards smaller homes and apartments is also having the effect of increasing demand for **compact** and **modulable** seating furniture and accessories.

To keep pace with this new living trend, JORI is unveiling a number of **interesting recipes** in Cologne.

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SOPHIA CITY

SOFA PROGRAMME

DESIGN/CUNO FROMMHERZ



Analogous to the feminine sofa model SOPHIA LANDSCAPE, which was launched last year in Cologne, for the 2020 edition of IMM JORI is bringing out an equally elegant-looking compact sofa.

The new SOPHIA CITY retains the same graceful, rounded lining of the launch model, but has a more **compact** and **dynamic** look. Despite the compact design, here again designer Frommherz has a sharp eye for the typically active JORI seating line, which guarantees a **comfortable seating** position with **optimal back support**.



Like the entire JORI collection, the SOPHIA CITY sofa is created with **craftsmanship** in the JORI production workshops in Belgium and the model is available in a **wide range of colours** of **leather** and **fabric** coverings, including **combi-covering**.

The SOPHIA CITY programme consists of a **single-seater** and a range of **sofa's**, available in four widths (150 cm – 225 cm), including an accompanying **footstool**. Fastened **back cushion**, with the option of accompanying loose **deco-cushions**. The lacquered **design foot** comes in two heights.

Recommended price for a sofa of 160 cm: as of ± 3.800 EUR (incl. VAT) in fabric / as of ± 5.000 EUR (incl. VAT) in leather.

With the 'JORI configurator' you can compose the sofa SOPHIA CITY exactly **as you wish** on the basis of the **extensive list** of options.

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MACARON FOOTSTOOL

DESIGN/CUNO FROMMHERZ



Macaron! We establish the link with the city of Paris and the elegant round cookie that you can find here at any good patissier.

JORI's new footstool looks equally **seductive** with its 2 round caps, playfully held together by a contrasting leather belt 'filling'. A **striking** new footstool design that goes with the trend towards **flowing, organic** lines and as such can be easily set anywhere.

Like the entire JORI collection, the MACARON footstool is created with **craftsmanship** in the JORI production workshops in Belgium and is available in a **wide range of colours** of **leather** and **fabric** coverings.

The footstool comes in two sizes: Ø65/Ø85.

Recommended price: Ø65 as of ± 850 EUR (incl. VAT) in fabric / as of ± 1.100 EUR (incl. VAT) in leather.

With the 'JORI configurator' you can compose the MACARON footstool exactly **as you wish** on the basis of the **extensive list** of options.

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DAYDREAMER

SOFA PROGRAMME

DESIGN/JOACHIM NEES



The innovative DAYDREAMER relax-concept, which premiered last year at IMM, has been warmly received in the market as an updated alternative and corresponds in every respect to the image of a contemporary interior.



Building on the enthusiastic welcome for the innovative DAYDREAMER reclining chair, designer Joachim Nees has developed a surprisingly **elegant** sofa, with the focus on a **compact** and **organic** form. Once again, **functionality** and **seating comfort** are major strengths here. For example, the new DAYDREAMER SOFA is equipped on both sides with a **continuously adjustable** armrest, ideal for a comfy powernap.

Like the entire JORI collection, the Daydreamer sofa is created with **craftsmanship** in the JORI production workshops in Belgium and is available in a **wide range of colours** of **leather** and **fabric** coverings.

The programme consists of 3 compact freestanding sofas: 135/160/185 cm. Frame 6 lacquered **colour options**.

Recommended price for a sofa of 160 cm: as of ± 3.600 EUR (incl. VAT) in fabric.

With the 'JORI configurator' you can compose the SOFA DAYDREAMER exactly **as you wish** on the basis of the **extensive list** of options.

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DAYDREAMER

ACTIVE OCCASIONAL ARMCHAIR
DESIGN/JOACHIM NEES



In small-scale interiors, but also in more spacious homes, comfortable armchairs play an unmistakably active role. Building on the success of the Daydreamer Relax, designer Nees gives this latest addition to the line the same elegant feminine look.

Thanks to its flowing organic lines and feather weight, the DAYDREAMER chair appears like an *elegant* butterfly that can be deployed as an *extra mobile seat*. The central rotating foot ensures *dynamic* seating comfort and makes it easy to get in and out of.

Like the entire JORI collection, the DAYDREAMER occasional armchair is created with *craftsmanship* in the JORI production workshops in Belgium and the model is available in a *wide range of colours* of *leather* and *fabric* coverings.

Central rotating foot in 6 lacquered *colour options*.

Recommended price: as of ± 1.400 EUR (incl. VAT) in fabric / as of ± 1.800 EUR (incl. VAT) in leather.

With the 'JORI configurator' you can compose the OCCASIONAL ARMCHAIR DAYDREAMER exactly *as you wish* on the basis of the *extensive list* of options.

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SPOSA

OCCASIONAL TABLES
DESIGN/CUNO FROMMHERZ



‘Sposa’ is the Italian word for ‘bride’, and thus the perfect expression for the wedding ring-shaped design of this elegant occasional table trio

The sturdy ring-like foot assures a ‘*stable marriage*’ with the airily floating tabletop of high-quality leather. Thanks to the different heights, the tables can be *effortlessly* slid over one another to form an elegant *design object*. The various *colour options* for the leather tabletop make it possible to *harmonise* the table set with the sofa choice.

Like the entire JORI collection, the SPOSA occasional table programme is created with *craftsmanship* in the JORI production workshops in Belgium. Foot in 6 lacquered *colour options*, with leather tabletop, colour as *desired*.

Available in three sizes: H40/Ø40 - H55/Ø40 - H35/Ø80

Recommended price: as of ± 500 EUR (incl.VAT).

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PACIFIC PURE SOFA

DESIGN/VERHAERT NEW PRODUCTS



The original Pacific sofa is undoubtedly one of the icons of the JORI collection. It is a beautiful design classic whose pure rectilinear form radiates a great deal of 'power'.

Thanks to a number of minor interventions, Belgian Designer Verhaert is now bringing out an update of this sofa model, which will henceforth be called PACIFIC PURE. The designer exercised great restraint while updating: the stately rectilinear design has remained virtually intact, only some of the **outside contours** are softened thanks to a **slightly** rounded form. The piping all around gives the sofa a more **contemporary** feel. The foot also receives a new **refined** look. The **rotating** armrest - still a big hit - remains a **functional advantage** on this model.

Like the entire JORI collection, the PACIFIC PURE sofa is created with **craftsmanship** in the JORI production workshops in Belgium and is available in a **wide range of colours** of **leather** and **fabric** coverings.

The PACIFIC PURE sofa comes in 3 sofa sizes with accompanying footstool and a single-seater that can be easily converted into a small 3-seater. Frame in 6 lacquered **colour options**.

Recommended price for a sofa of 190 cm: as of ± 4.800 EUR (incl. VAT) in fabric / as of ± 6.000 EUR (incl. VAT) in leather.

With the '**JORI configurator**' you can compose the sofa PACIFIC PURE exactly **as you wish** on the basis of the **extensive list** of options.

ABOUT THE DESIGNERS

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.

JOACHIM NEES (D)

After Joachim Nees (1967) completed his studies in industrial design at the University in Darmstadt he went to work as a furniture designer. In his work he attaches particular value to the quality of design and materials. Defender of the principle that 'form follows function', the future user is the central point in his creations, many of which have received major Design Awards.

VERHAERT NEW PRODUCTS & SERVICES (B)

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 Landscape, Chillap and Calypso.

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JORI - INNOVATIVE SEATING COMFORT SINCE 1963

Belgian company JORI creates **perfect seating comfort**. JORI has designed contemporary sofas, lounge & reclining chairs, chairs, tables and interior accessories since 1963. Each piece of furniture is created in close cooperation with **international top designers** and is developed at our own workshop with the greatest care.

JORI stands for 100% Belgian **craftsmanship**. Both our collections and custom furniture focus on a high-quality, **honest selection of materials** and a **sublime finish**. Our ambition is always **your comfort**.

PRESS RELEASE & HD IMAGE

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

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