

JORI NEW ERA

Meet the revolutionary **Daydreamer**

The JORI recliner today.

At the Milan furniture fair, JORI - the 'father' of the reclining chair - is presenting its revolutionary **DAYDREAMER**. German designer JOACHIM NEES has integrated the brand's patented recliner characteristics into a gem of contemporary design.

In Milan JORI is also unveiling its very latest sofa **SOPHIA**. Strikingly feminine and elegant, a creation of Swiss designer CUNO FROMMHERZ.

At its stand JORI is introducing another design from FROMMHERZ's hand: the graceful table set **LAURA**.

Alongside the new collaboration with JOACHIM NEES, JORI is also signing for a first creation with Dutch designer FRANS SCHROFER, who designed the graceful tub chair **FUGA** for the brand.

DAYDREAMER

DESIGN/JOACHIM NEES



The DAYDREAMER design represents JORI's first collaboration with German designer Joachim Nees and it adds a striking new accent to its recliner collection. Fleeing structured, clear contours, the new DAYDREAMER comes across as strikingly **subtle** and **inviting** with its sculpted, curved lines.

As fervent adherents of *timeless* design, *functionality* and *ergonomics*, with attention firstly for the needs of the *individual* user, designer Joachim Nees and JORI have clearly found a match in the new reclining model DAYDREAMER.

Averse to any structured, straight lines, the sculpted and flexibly curved design of the DAYDREAMER clearly adds a new note to the JORI recliner line. The carefully composed combination of refined curves and roundings guarantees its exceptional *comfort experience*, JORI's veritable trademark. The fine line finishing of the silhouette gracefully accentuates the roundings of the reclining furniture. The gleaming foot in structural lacquer reinforces the powerful look of the design. Thanks to its *compact* and extraordinary *elegant* look the DAYDREAMER lends a *striking* accent to the interior. In *combi-leather/fabric* covering DAYDREAMER looks very *refined*, but a uni-finishing in supple leather or beautiful fabric also offers a classy accompaniment for the design.

Like the entire JORI collection, the DAYDREAMER recliner is manufactured with *craftsmanship* in the JORI production workshops in Belgium and it is available in a *wide range of colours* of *high-quality leather* and *fabric* coverings.

Chassis: execution in black or mat bronze lacquered.

Recommended price: as of ± 3200 EUR (incl. VAT) in fabric.

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

About designer 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.

SOPHIA LANDSCAPE



Designer Cuno Frommherz translates his poetically romantic vision into an **elegantly feminine** sofa, which despite precisely due to its gently curved lines comes across as resolutely **contemporary**.

The new sofa SOPHIA LANDSCAPE has earned its name. At first sight the new sitting piece seduces with its **soft** and **elegant** contours, which are supported by **fine** corner feet. SOPHIA LANDSCAPE has the **sensual** look of an elegant lady on high heels.

Entirely in line with the trend of rounded organic forms, Cuno Frommherz presents his feminine interpretation of the modern classic. **Classy, luxurious** and **comfortable**, the **subtle** design of the SOPHIA LANDSCAPE follows the gentle contours of a mountain landscape in the moonlight, the 'Heimat' of Frommherz.

SOPHIA LANDSCAPE adds a strikingly sensual variant to the JORI sofa collection. Faithful to the JORI comfort standards, the **ergonomic** sitting experience and the **functionality** of this new lady have been refined to the point of **perfection**.

Especially attractive is the **dimensional programme** of SOPHIA LANDSCAPE, which makes different (corner) setups possible. Furthermore, one can choose from two cushion qualities, cuddly soft or sturdily comfortable, a back support for extra **comfort** and a series of organic fantasy elements that give it a **unique** touch.

Like the entire JORI collection, the new sofa SOPHIA LANDSCAPE is manufactured with **craftsmanship** in the JORI production workshops in Belgium and it is available in a **wide range of colours** of **high-quality leather** and **fabric** coverings.

Recommended price: as of ± 4300 EUR (incl. VAT) for a sofa of 190 cm.

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

About 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.

FUGA

DESIGN/FRANS SCHROFER



The design armchair FUGA is Dutch designer Frans Schrofer's first creation for JORI and translates sober design and pure craftsmanship into a markedly elegant silhouette.

Frans Schrofer's creations perfectly reflect the style of this designer. With respect for *tradition*, *contemporary* trends and a sharp eye for the *future*, Schrofer clearly puts his stamp on every piece of furniture that he designs.

The FUGA armchair appears to have been cut from a single piece. Its cocoon form achieves the perfect balance between *design* and *functionality*. The model is designed and crafted down to the smallest *detail*. The compact tub design undoubtedly derives from Schrofer's passion for racing sports and frame construction. The design has a particularly enfolding effect: FUGA invites you to nestle safely and *comfortably* in its contours.

The thin sculpted sides that join an elegantly convex back and the delicate legs place the model on an especially design base. Thanks to the optional high and low back variations and the elegant footrest, the FUGA armchair offers a striking single-seat variant in every interior. In *combi-leather/fabric* covering FUGA looks very *refined*, but a uni-finishing in *supple leather* or *beautiful fabric* also offers a *classy* accompaniment for the design. Double-stitched *pipings* provides the finishing touch.

Like the entire JORI collection, the FUGA armchair is manufactured with *craftsmanship* in the JORI production workshops in Belgium and it is available in a *wide range of colours* of *high-quality leather* and *fabric* coverings. A *combi-covering* in *leather/fabric* is also possible.

Chassis: execution in black or mat bronze lacquered.

Recommended price: as of ± 1600 EUR (incl. VAT) for a low back chair in fabric.

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

About designer Frans Schrofer (NL)

Frans Schrofer (1956) is the offspring of three generations of artists and furniture designers. After graduating from the Design Academy Eindhoven in 1983 he opened his own design studio: Studio Schrofer. His furniture combines tradition, contemporary trends, futurism and precision in well-conceived and discreet designs.

LAURA

DESIGN/CUNO FROMMHERZ



Designer Cuno Frommherz is developing for JORI a varied set of tables that stand out for their smoothly **curved lines** and the rich **material** choice which make infinite **combinations** possible.

A beautiful seating piece only comes fully into its own when all **matching accessories** perfectly **accompany** the design as well. That was the challenge and also the starting point for designer Cuno Frommherz to create a set of tables which, through their elegant flexible lines, **gracefully** support the forms of the JORI seating furniture offer.

And the result is well worth the effort. The varied LAURA table set offers a choice from no fewer than three **flowing** forms: **round, oval** or **octagonal**. But also the proposed material choice for the table top - in solid wood, marble or glass - allows for a range of **combination possibilities**.

Like the entire JORI collection, the LAURA table set is produced with **craftsmanship** in the JORI production workshops in Belgium and is available in a wide range of **forms** and **materials**:

Form table: round, octagonal or oval design.

Material table top: depending on the dimensions in massive walnut/oak, polished Emperador marble, glass.

Recommended price: as of 497 EUR (incl. VAT).

About 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".

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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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