

NEWS

SOFTLINE FURNITURE 2016



SOFT
LINE



MOAI

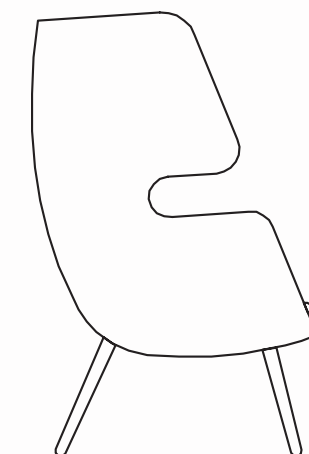
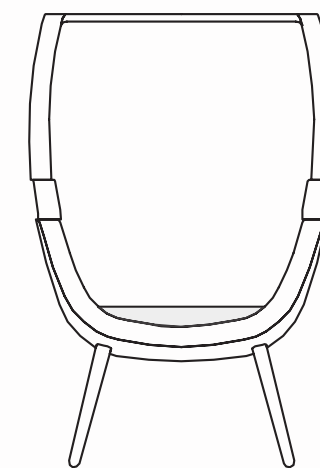
DESIGN: PHILIP BRO

The Moai chair's large shell is formally inspired by the soft shapes acquired by square bricks and other stone after years of rolling back and forth on the beach. This highlights the chair's function as an 'unplugged' retreat from the hustle and bustle of daily life.

Moia chair is designed to close comfortably around you when you sit in it. It acts as a quiet little room on four legs that lets you have some peaceful moments for yourself. The distinctive notches around the armrest give it personality and a comfortable support when you are getting up. From the side they give the Moai chair a unique, slightly naïve expression that's reminiscent of the massive sculptures of faces on Easter Island.

The chair's upholstered shell rests on a simple metal cross that follows the chair's soft form and leads down into four turned wooden legs. Moai chair is a haven in a busy and chaotic time – like a cave to hide away in for a while.

DIMENSIONS /CM: L 89 D 83 H 124 SH 48

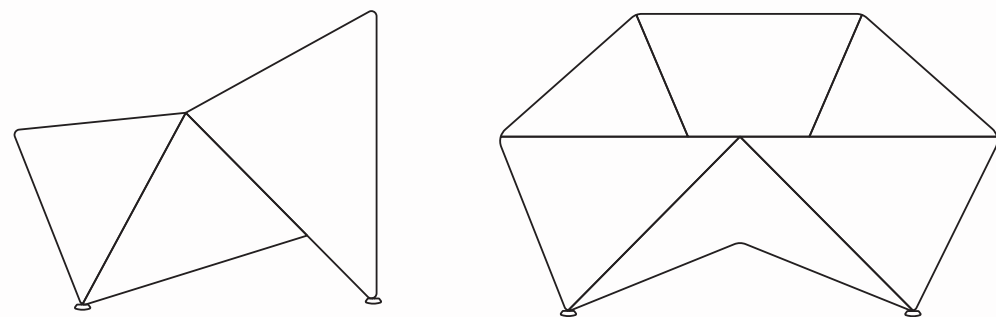


FOLD

DESIGN: BUSK+HERTZOG

Remember the folded paper fortune tellers that children make?
This inspiration lead to the iconic and truly striking lounge chair FOLD. The inviting upholstery is cut into geometric shapes and sits lightly on four distinct legs. This creates a light and springy look despite of the generous padding. A relaxing chair for private homes and public spaces.

DIMENSIONS/CM: L 96 D 71 H 60 SH 39



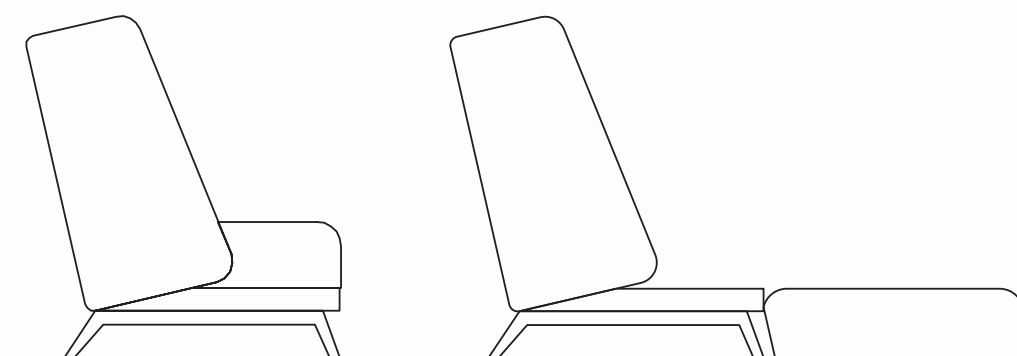


JASON

DESIGN: BUSK+HERTZOG

With Jason, Softline has launched a brand-new model that builds a bridge between different uses and furniture types. Its combines an appealing modern design with a practical function as a sofa bed. With a high back with gently rounded corners and a mattress with soft edges, it's a contemporary bed for relaxing, hanging out or having a confidential chat, whether it's in the living room or a public user-oriented environment. The possibilities for combining materials, fabrics and colours are as endless as its uses.

DIMENSIONS / CM: L 213 D 96 H 97 SH 40
BED: 145 X 200



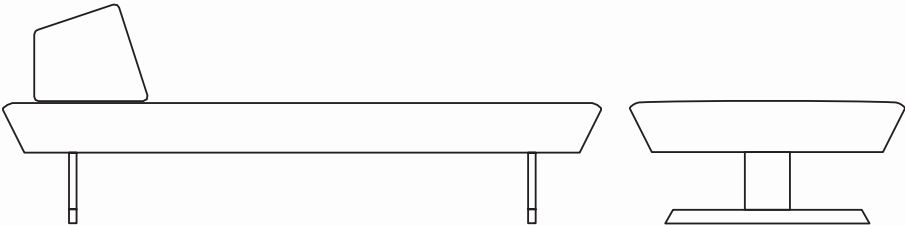
EMMA

DESIGN: THOMAS MÜLLER & JÜRG WULFF

The Emma model is designed as a daybed that can also be used as a comfortable piece of furniture for all kinds of everyday uses. The pillows can be placed in whatever position suits you, for instance side by side in the classic position, at the end of the bed or in the middle, giving you lots of sitting and lying options.

The visually restrained and centring foot makes the bed look like it's hovering. Emma's simple eye-catching design is at once timeless and very familiar. The stitching on the mattress and pillows is another pleasing detail.

DIMENSIONS / CM:
DAYBED: L 200 D 90 H 41 SH 41
BED: 90 X 200
CUSHION: L 80 D 46 H 32



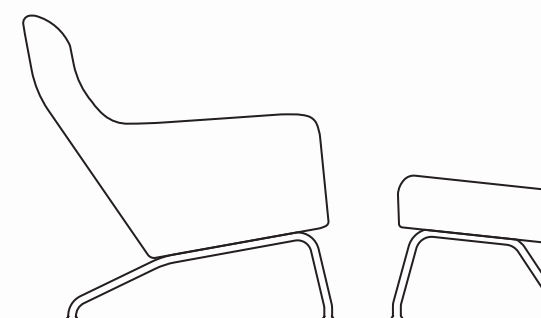


HAVANA LOW

DESIGN: BUSK+HERTZOG

The award-winning Havana Low wing chair now comes in a special lounge version designed specifically for spaces where you want a comfortable piece of furniture with a dynamic, elegant and open design. Havana Low is a versatile lounge chair. The steel legs come lacquered in white, grey or black and with copper finish.

DIMENSIONS / CM: L79 D 83 H 86 SH 39/35

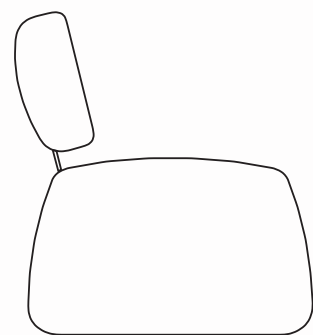


MAG

DESIGN: CLAUD C. SIMONSEN

The traditional square pouf has been given new life with a timeless design that's softened with rounded corners and staggered seams. Softsquare is a new and extremely versatile pouf for use in every imaginable decor, room or environment.

DIMENSIONS / CM: L 47 D 47 H 42

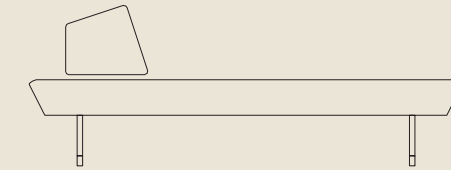
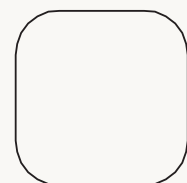


SOFTSQUARE

DESIGN: BUSK+HERTZOG

Mag is a super-soft, futuristic chair that can be used both at home and in public spaces. Its design is simple, friendly and inviting. Mag consists of a large, soft, sculpted and comfy padded seat cushion on which a padded backrest is fitted via a slightly springy steel neck. Mag's simple design lets you sit in many different ways and will be very comfortable for most users.

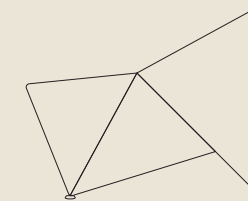
DIMENSIONS / CM: L 75 D 80 H 83 SH 47



EMMA



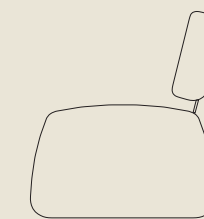
MOIA



FOLD



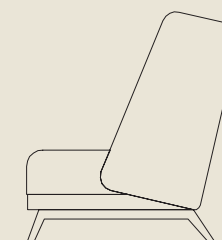
HAVANA LOW



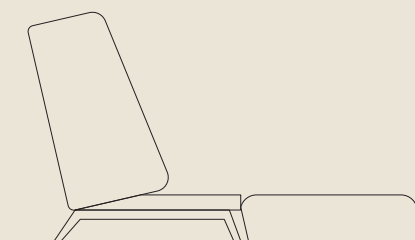
MAG



SOFTSQUARE



JASON



JASON OPEN

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