

NEWS



**SOFT
LINE**

ORLANDO WOOD

DESIGN: BUSK+HERTZOG

The ORLANDO chair has a light and springy wooden frame in a design that is both contemporary and inviting. Despite its light look, the chair is both comfortable and spacious and well suited to rooms containing both modern and vintage furniture. The back's innovative finish against the seat is a refined detail that makes the chair ideal for placing on its own in the room, in a spot where it can be seen from all angles.

Dimensions / cm: L 80 D 65 H 74 SH 40 cm.



EXPLORE THE NEW SOFTLINE 2018 COLLECTION

We are happy to announce that a number of exciting new design products for 2018 has just been released: lounge chairs, a modular sofa, poufs and tables. To inspire you, the new collection is presented in a colour palette of balanced tones inspired by the Pacific Ocean in line with the current trends, creating an airy, honest and harmonic setting for living.

At Softline we are constantly developing and editing our product portfolio, and we work to create the perfect furniture to match the time we are living in. Furniture that speaks the unifying language of design across the world and fits in all kinds of homes and public spaces.

We hope that you will be inspired by the 2018 releases of innovative design furniture in new and eco-friendly fabrics, materials and interesting colours.



MOAI

DESIGN: PHILIP BRO

The MOAI chair is designed to close comfortably around you and acts as a small room that allows you to enjoy a moment of peace and contemplating. From the side the MOAI chair has a unique and slightly naive expression reminiscent of the massive sculptures of faces on Easter Island, and the distinctive notches around the armrest comfortably supports you when getting up. The upholstered shell of the chair rests on four turned wooden legs.

DIMENSIONS / CM:

CHAIR: L 89 D 81 H 125 SH 45

SOFA: L 149 D 81 H 125 SH 45

GERMAN DESIGN AWARD 2018





MOAI SWIVEL

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. MOAI 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.

DIMENSIONS / CM: L 89 D 81 H 125 SH 45

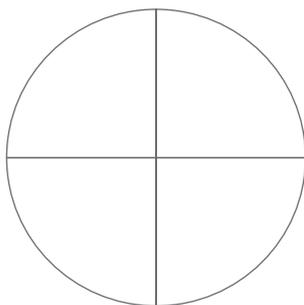
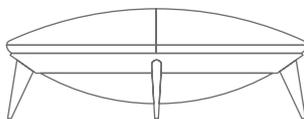


KOLLUR

DESIGN: MAJA BØGH VINDBJERG

The large KOLLUR pouf can seat two people or more at the same time. Great for large living spaces and lobbies. The idiom is inspired by the well-known water towers that are seen all over the United States. By transforming this iconic shape into a comfortable pouf with space enough for two or three persons at, an eye-catching and inviting place to sit is created.

DIMENSIONS / CM: Ø 100 H 37 SH 37/26









CABALA

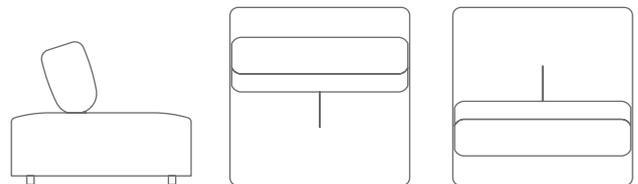
DESIGN: MÜLLER & WULFF

Allow us to introduce this intelligent module sofa program with endless possibilities of arranging and grouping.

With a unique feature the seat orientation can be changed in an instant, and it's possible to create two different seating directions at once – e.g. to the window and to the fireplace, TV or art piece. You simply push or pull the backrest gently to make it flip to one side or the other. An integrated feature that makes it possible to sit on both sides of the module depending how the backrest is arranged.

This diversity makes CABALA perfect for hotels, museums, waiting areas and of course living rooms. The round corners of the designs create a distinct look with a modern edge, and the high quality upholstery details complete the look.

DIMENSIONS / CM: L 99 D 99 H 78 SH 40

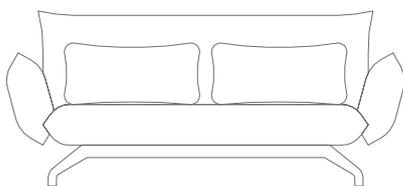


INVERT

DESIGN: JOHANNES STEINBAUER

The new sofa INVERT is composed with the perfect balance between coziness and classic elegance. The style is poetic and light, but at the same time also strong and distinct. The cushion-shaped elements of the sofa are connected at an angle, which creates an inviting and comfortable look. Despite the cozy cushion shape, the sofa has an elegant straightforwardness that is emphasized by a particularly delicate frame.

DIMENSIONS / CM: L 194 D 88 H 82 SH 40 CM







BAIXA

DESIGN: BUSK+HERTZOG

BAIXA is a comfortable lounge chair with a unique design that captures the past as well as the future. The lumbar support turns into the armrest in a flowing, harmonious movement with soft and round lines like the upper part of the backrest. This way a silhouette is formed that resembles a BAIXA in soft sand dunes, hence the name of the chair.

DIMENSIONS / CM: L 85 D 90 H 71 SH 40/33



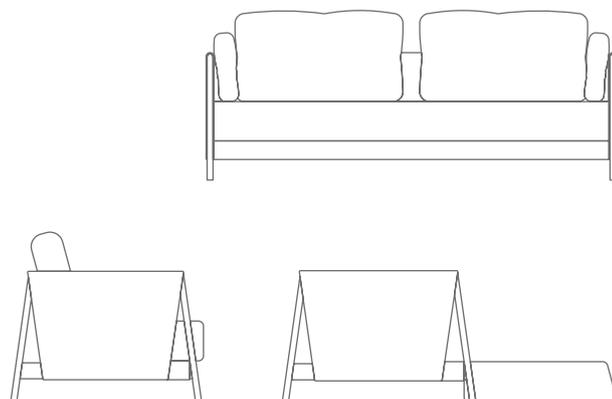


MADISON

DESIGN: THOMAS MÜLLER & JÜRIG WULFF

This is a young, uncomplicated sofa bed with a casual feeling for sitting, chilling and sleeping. The sofa exudes a casual elegance with its pure fabric-covered steel armrests with matching cushions. The fabric-covered steel armrests give it its identity and uniqueness. The seat depth of the MADISON sofa invites you to lounge and chill. The pillows, which can be freely arranged, are sometimes used as an armrest, for lumbar support or as a backrest, and there is plenty of space for your personal favorite pillow too. The upper seat cushion can easily be folded forward, and the bed is created.

DIMENSIONS / CM:
L 209 D 95 H 75 SH 40
BED: 77 OR 143 X 200 CM

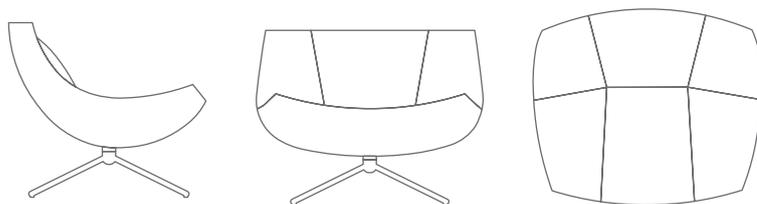


VERA

DESIGN: BUSK+HERTZOG

With a soft and round shape defined between four lines VERA is a welcoming and eye-catching lounge chair. The seat- and backrest is visually divided into six distinct areas that create a beautiful contrast to the round and organic surface that make up the outside of the chair. An elegant swivel base gives the chair a light expression in spite of the generous and comfortable size of the seat. Depending on the fabrics and colours chosen VERA can be used as a focal point in the interior decoration or more quietly blending in with other furniture.

DIMENSIONS / CM: L 94 D 81 H 73 SH 40/37







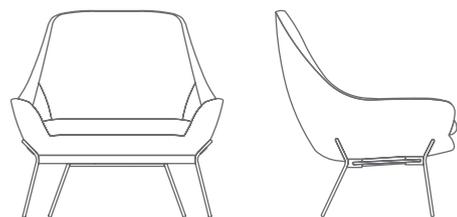
NOOMI STRING

DESIGN: SUSANNE GRØNLUND

With references to branches on a tree the delicate slightly bended legs seize the upper part of the NOOMI chair and creates a strong graphic expression. The frame is light but distinctive in its modern shape and almost makes the soft, rounded upper part of the chair look like it's hovering above the floor. An ultra modern chair where steel and fabric meet in a harmonic and organic whole.

DIMENSIONS / CM: L 84 D 76 H 90 SH 45/41

GERMAN DESIGN AWARD 2018
GOOD DESIGN AWARD 2017



NOOMI

DESIGN: SUSANNE GRØNLUND

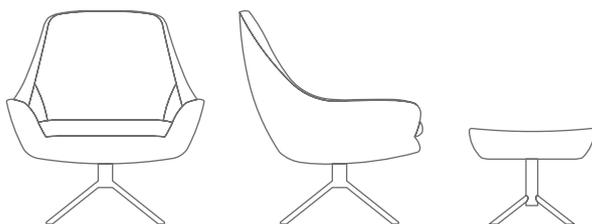
ELEGANT LOUNGE CHAIR

NOOMI is a modern chair with a classic feel. The soft, simple look and understated, inviting elegance has clear references to the Scandinavian design tradition. NOOMI is designed for both public and private spaces – wherever a touch of comfort and elegance is needed. The steel base come in chrome or copper and lacquered in white or black.

DIMENSIONS / CM:

CHAIR: L 84 D 71 H 90 SH 45

FOOTSTOOL: L 53 D 37 H 41 SH 41







BASEL

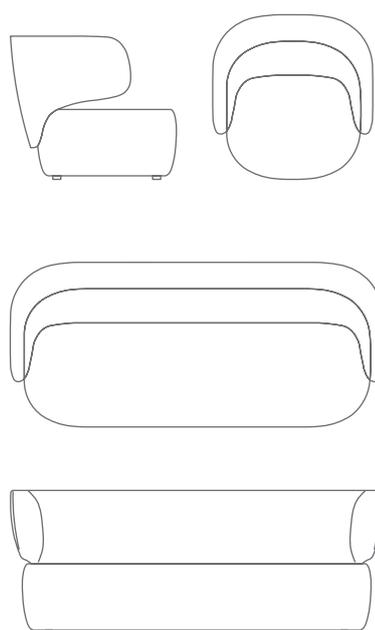
DESIGN: BUSK+HERTZOG

The clean lines and the simplicity of the design is striking, but a closer look reveals a number of design details that gives BASEL a very unique character. The lines of the seat are a fusion of several geometrical shapes that results in the unique shape of the seat that is both tight and soft at the same time. The characteristic backrest works as an integrated and discrete armrest and is an advanced 3-dimensional design element in spite of its minimalistic look. The visible separation between back and seat makes it possible to mix colours and materials and allows the interior designer to work with BASEL in all kinds of environments.

DIMENSIONS / CM:

CHAIR: L 95 D 94 H 81 SH 40

SOFA: L 212 D 94 H 81 SH 40



VENUS

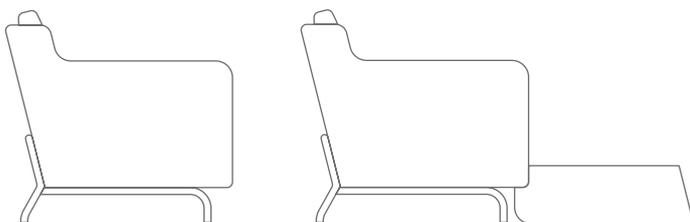
DESIGN: BUSK+HERTZOG

SOFA WITH PERSONALITY

VENUS is a new elegant sofa with a build-in sleeping function. The simple and light steel frame runs along the backside of the sofa – an exclusive detail that invites you to place the sofa in the middle of the room so the detail can be enjoyed. The build-in armrests and soft backrest create maximum comfort and in spite of the compact measurements VENUS is easily transformed into a bed to fit to adults.

DIMENSIONS / CM: L 210 D 80 H 77 SH 41
BED: 117 X 200

GOOD DESIGN AWARD 2017







JAVA

DESIGN: BUSK+HERTZOG

JAVA's seat and back, which mirror each other, are soft and inviting despite the chair's rigorous design. The light and delicate metal frame gives this spacious chair a lovely sense of balance. It can be used in both private and public spaces, and because of the frame's detailing on the back and the integrated design of the back and seat, it's very suitable for placing anywhere in the room, either on its own or in a group.

DIMENSIONS / CM: L 80 D 78 H 67 SH 39/33







SISTERS

DESIGN: BUSK+HERTZOG

SISTERS is a unique collection of sculptural and versatile poufs and sitting units. They are designed without a particular "direction" and can be placed freely in the surrounding environment, which gives the interior designer unlimited creative ways to play. The design is soft, light and organic and comes in 4 sizes that can be combined or used alone. The largest size has a comfortable backrest, which makes it perfect for installations in large waiting areas and public spaces.

DIMENSIONS / CM:

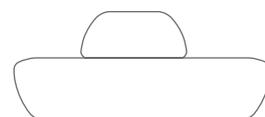
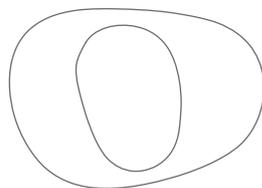
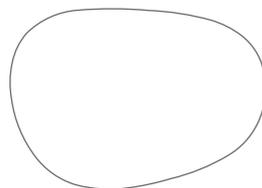
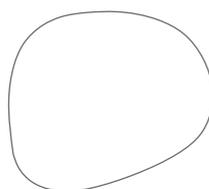
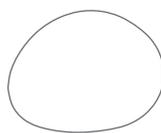
SMALL: L 100 D 78 H 42 SH 42

MEDIUM: L 129 D 111 H 42 SH 42

LARGE: L 166 D 120 H 42 SH 42

LARGE W/ BACKREST: L 166 D 120 H 74 SH 42

GOOD DESIGN AWARD 2017

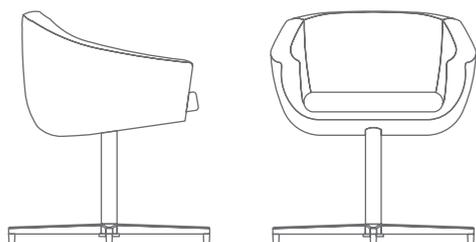


AIKO SWIVEL

DESIGN: SUSANNE GRØNLUND

The AIKO armchair is an all-round lounge chair that will add a touch of elegance in homes and public spaces alike. The chair is now available with a swivel base that brings out the clean lines and simplicity of the design. The seat is in an all-enveloping design, and the lines of the chair make AIKO wonderfully comfortable making it a popular choice and a classic in the Softline range.

DIMENSIONS / CM: L 74 D 55 H 75 SH 50





TOM

DESIGN: SASCHA SARTORY

TOM is a unique pouf that fits under an elegant coffee table – function and style united in a new and innovative product concept. If you need the pouf or an additional seat, you can simply take it out. If not, the pouf fits under the table and creates an additional storage place for magazines, cell phones, remotes and other small accessories. The soft shape is inspired by antique barrel drums from Asia and adds a modern touch to the room.

DIMENSIONS / CM:

POUF: Ø 52 H 38

TABLE: L 58 D 58 H 46



XO

DESIGN: BUSK+HERTZOG

Meet the new series of height adjustable satellite tables – a natural extension of the successful collection of small tables by Softline. XO has an airy and elegant design, and the asymmetrical placement of the pillar on a steady yet light base, allows it to be placed over the seat area of almost any sofa or chair imaginable. The shape of the tabletop is designed to match different requirements depending if you need a side table or a worktable for your iPad or laptop. In one move the height of the table can be adjusted to perfectly fit the desired use. The clean and universal design language of the XO table makes it ideal to use in combination with the rest of the furniture from the collection – or in combination with existing furniture in the living space.

DIMENSIONS / CM:

ROUND TABLE: Ø 45 H 56/76

SQUARE TABLE: L 40 D 40 H 56/76

TRAPEZ TABLE: L 52 D 40 H 56/76



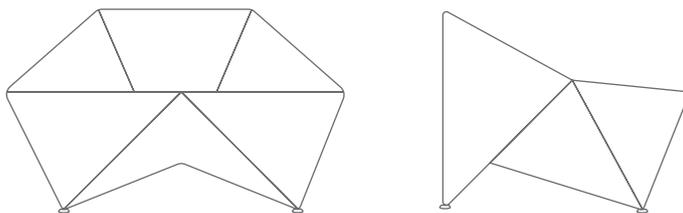
FOLD

DESIGN: BUSK+HERTZOG

Remember the folded paper fortune tellers that children make? This inspiration led 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 106 D 75 H 67 SH 45/42

GERMAN DESIGN AWARD 2018
GOOD DESIGN AWARD 2016





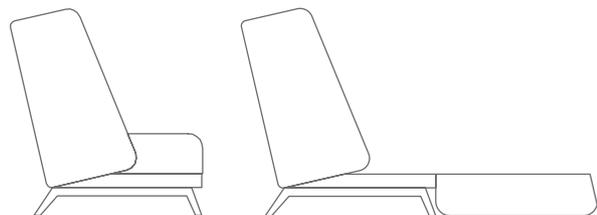


JASON

DESIGN: BUSK+HERTZOG

With JASON, Softline has launched a brand-new model that builds a bridge between different uses and furniture types. It 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 it's uses.

DIMENSIONS / CM: L 213 D 87 H 97 SH 40
BED: 145 X 200



UNIT

DESIGN: ANDREAS LUND

UNIT is a pouf with a strong graphic expression and a playfulness that inspires you to be creative when decorating. UNIT has eight equally long sides that fit together, which makes it possible to create an infinite variety of patterns just by moving the poufs around. The UNIT pouf is an exciting example of a piece of furniture that is flexible in form and function in a changeable environment.

DIMENSIONS / CM: L 83 D 54 H 42



SOFT SQUARE

DESIGN: BUSK+HERTZOG

The popular SOFT SQUARE pouf now comes with a custom-made tray as an optional accessory. The tray can be placed securely on top of the pouf and becomes a natural part of the design of the pouf with its rounded corners and carvings following the stitches of the upholstery. The tray can be used separately as a useful and practical piece of furniture in the living space.

DIMENSIONS / CM:

POUF: L 47 D 47 H 42

TRAY: L 49 D 49 H 5,5



EMMA

DESIGN: THOMAS MÜLLER & JÜRIG 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



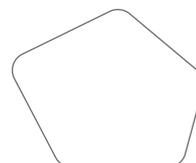
LAKE

DESIGN: BUSK+HERTZOG

LAKE is an asymmetrical pouf with a characteristic and easily recognisable design that makes it stand out as an individual design element in the decor.

At the same time LAKE is designed to work together in groups with great effect. Together they create an interesting, graphic look and a practical seating area, useful in private homes as well as public spaces.

DIMENSIONS / CM: L 63 D 52 H 40 SH 40



**SOFT
LINE**

