





**PRESS MATERIAL IN A NEW WAY**

OFFECCT constantly strives to be a leading design producer within the areas of meeting, waiting and communicating. This ambition implies also being at the forefront of efficient communication with the least possible impact on the environment.



As part of its ongoing environmental work, OFFECCT has this year decided to use a USB flash drive for the presentation of all its external public relations communications. Specially designed by Claesson Koivisto Rune, this flexible and reusable storage medium contains vast quantities of information in a small format.

**LUCA NICHETTO ON SHOW**

During the Stockholm Furniture Fair OFFECCT is opening the doors to an exhibition presenting the design work of Luca Nichetto. This is one of a series of cultural events – at the crossroads of architecture, design and visual arts – that will be held at the OFFECCT Showroom Stockholm.



**SUSTAINABLE DEVELOPMENT**

Sustainable Development is a recently published folder that communicates and clarifies the continuing long-term environmental work at OFFECCT. The folder provides information on their position on sustainability, the exploitation of the earth's resources and how they discuss many other important values that are required in order to be a confidence-inspiring supplier in the design business. The folder functions like a "green" code of conduct.



By producing products with a long life span and by using recyclable material, OFFECCT assumes responsibility for minimising the negative impact on the environment and on people. The most important of OFFECCT's environmental policies is to focus on common activities. Environmental work becomes much more valid and considerably easier if we realise the implications of our actions and the importance of the individual for the future. Together we can make a difference!

**188.878 SQUARE METRES**

At the 2008 Milan furniture fair, Eero Koivisto launched his green series of tables, Amazonas. The Amazonas tables are green in more ways than one, concerning both the colour and the environment. "When I was creating Amazonas I was thinking a lot about environmental issues. That is why Amazonas is produced in steel, a material that is 100 percent recyclable," says Eero Koivisto.

The tables are labelled with the Nordic Swan, an environmental seal of approval. In order to receive this ecolabel

the product must not only meet strict environmental requirements but also the criteria required for functionality and quality. Before a product is awarded with the Nordic Swan its impact on the environment is closely studied – from the raw product to waste products. Thanks to its "green" characteristics Amazonas has received the Green Dot Award, a distinction that is only awarded to companies that have exceptionally high environmental standards and whose products fulfil needs without endangering future generations.

The concept for the Amazonas table series originated when Eero Koivisto saw aerial photographs of the Amazon rainforest canopy. Mimicking the crowns of the trees, the tables, which are sold in sets of three in different shades of green, can be arranged so they partly overlap. And just as the trees in the rainforest grow in whichever direction there is space, Koivisto chose to place the table's five legs at angles which makes it look like something halfway between a sculpture and a table.



In conjunction with the launch of Amazonas, OFFECCT entered into a long-term collaboration with the non-profit organisation the Children's Rainforest. Some of the revenue from the Amazonas tables goes to the Children's Rainforest to buy and save the Amazon rainforest, protecting the forest from depredation and preserving the wildlife. Since the start in 2008 sales of the table have made it possible for OFFECCT to contribute to the purchase of 188.878 square metres of rainforest. A legacy for future generations!

# Meeting the audience

A new year ahead. New challenges.  
Exciting meetings. And on show;  
new and fantastic designs by some  
of the world's leading designers.



**CANTI** by Björn Dahlström

*"When developing Canti we focused a lot on comfort  
without losing the aesthetics or stackability."*

Canti is a chair with an austere and graphic, almost architectural, design.  
The angles at the seat and back, together with the upholstery and  
flexibility of the frame, create maximum comfort.

**ROBO** by Luca Nichetto

*"I thought the video's concept of robots being constructed and given life was so exciting, and I couldn't stop thinking that it should be possible to do something similar with furniture. My fantasy became reality when I transformed the forms of the human robots into chairs."*

Robo is inspired by a 1999 music video by Icelandic artist Björk and Chris Cunningham, in which robots become human and come to life. All the parts fit into a 50x50x20 cm box, which facilitates transport and also meets OFFECCT's stringent environmental demands.



**FLY** by Patrick Norguet

*“It is really not a complicated design. What was difficult was to find a manufacturer who could make the technical textile with the minimum possible environmental impact.”*

In Fly the fabric itself creates much of the shape by being stretched over the metal frame. Very little energy is used to make the fabric and meets high demands for sustainable production.





**SOUNDWAVE GEO** by Ineke Hans

*"People have always wanted to decorate their walls – everywhere and in every era"*

The new sound panel designed by Ineke Hans uses a geometric pattern that is decorative but can also function on the large scale with many panels in rows without looking too cluttered.

**ORIGAMI** by Carlos Tiscar

*"A person can sit comfortably in this chair for a long time.  
To me, good design is environmentally sound because such objects  
and furniture tend to have a longer lifespan."*

Tiscar's easy chair and sofa consist of angular sections with straight lines. However, even though the back support is made up of rectangles, the overall impression is soft.



**SNOWFLAKES** by Claesson Koivisto Rune

*"It began when I saw fabulous photos by the nineteenth-century  
photographer Wilson Bentley at a trade fair.  
He photographed snow crystals for forty-six years!"*

Snowflakes is the world's first furniture to be both mass produced and unique, meaning that every single table has a unique top, made of Corian. The table is produced by using advanced computer software.



**MINIMA** by Claesson Koivisto Rune

*"This furniture works equally well everywhere.  
It can be in a home or office environment. I wish we'd  
already designed it when I bought my big Italian sofa!"*

Minima is a new series of soft seating furniture.  
The concept was for an elegant furniture series  
that could also fit into smaller spaces.





**MOD** by Monica Förster

*"I wanted to create a timeless chair that lasts a long time.  
To me, the form conveys a sense of lightness, energy,  
speed and well-being."*

Mod is equally at home in both public and private settings.  
The chair is stackable and easy to handle.



**DROPLET** by Inngun Eikeland Björkelo  
*"With a clear and simple character, this design finds  
inspiration from the oceanfront setting of Bergen, Norway."*

Droplet is a table inspired by a droplet  
hitting a pool of water, depicted in the ripples  
in the centre of the table.



Equally at home with the handmade as the mass-produced, Italian designer Luca Nichetto nevertheless thrives on technical challenges. The Venice-based talent explains the inspirations and motivations behind his latest chair for OFFECCT.

# *Luca Nichetto*

by Max Fraser

Italian design talent, Luca Nichetto, cites Icelandic singer Björk as the inspiration for his new 'Robo' chair for OFFECCT. You may be puzzled by such a reference until you cast your mind back to 1999 when the singer released her hit single and video *All is full of love*. A robotic Björk is featured lying in the centre of a sterile room being assembled or repaired by mechanical arms in what appears to be a clinic for robots. Ten years later, thanks to Nichetto and OFFECCT, she now has a chair to sit on.



Indeed, stylistically aligned to Björk's robot, the chair comprises perfectly engineered body parts – that of the seat, back, and four legs – which are mounted together with thin connector rods. By virtue of there being only six structural elements, the chair can be shipped 'flat packed' in a small box and assembled onsite.

Of course, the distinctly irregular shape of most chairs leaves huge amounts of wasted space within the square volume of a regular box. In light of the environmental impact of shipping and ever-increasing freight costs, it is inefficient and even irresponsible to transport air. Consequently, from day one, the motivation for a component-based design came about through a combined desire from both Nichetto and OFFECCT to reduce the environmental impact of their production.

Nichetto recalls his desire to work with the traditional Scandinavian material of choice – plywood – whilst exploiting a new technology for the complicated structure of each body part. The fittings for the connector rods are sandwiched between one sheet of plywood and one sheet of felt – the bulging and curvaceous detail of which is responsible for not only the structural integrity of the design but also much of the inherent character of this chair.

From start to completion, the chair remained at the centre of a healthy "ping-pong" dialogue between Nichetto and the OFFECCT team. At every stage, they were informing and learning from each other and drawing from the other's skills and expertise. Many of the production difficulties were solved in Italy in partnership with several suppliers with whom Nichetto has existing connections.

The Robo chair is Nichetto's first project with OFFECCT. "I met the owners, Anders and Kurt, two years ago at the Stockholm Furniture Fair from which our relationship blossomed," states Nichetto. "I've always been impressed by the quality of their production, the simplicity of their designs, and their strict environmental policy." He implies that the issue of sustainability in his home country of Italy is not yet of primary concern, and certainly not on a level with the usual market drivers – style and quality.



*"The motivation for a component-based design came about through a desire to reduce the environmental impact of their production."*

For a product that was two years in the making, it is no surprise that it features as the centre of attention in the OFFECCT showroom at its launch during the Stockholm Furniture Fair in 2010. Nichetto eagerly accepted the invitation to create the installation in this city centre location. He is using the opportunity to showcase the new chair alongside some of his smaller designs, such as accessories and tabletop items, as a way of communicating his studio output, design ideas, process, and philosophy to the Scandinavian market.





So what of the man himself? Born and raised on the glassmaking island of Murano neighbouring Venice, Nichetto was aware that he wanted to be a designer from an early age. His grandfather was a glassmaker in the famous Murano workshops so the influence of material manipulation and object creation was presented first-hand for the young boy to observe. He stayed in the city to study, both at the Art Institute and IUAV (University Institute of Architecture of Venice) where he graduated in industrial design. His childhood aspirations were realized at the age of 23 when he designed his first products for leading Murano brand, Salviati. In 1999, he began working for leading Italian lighting manufacturer Foscarini, not only designing but also consulting on new material research and product development. Indeed, such experience reinforced his passion for materials and processes, and provided a strong foundation on which to establish his own studio in 2006.

Today, at the age of 34, Nichetto remains in Venice, a base from which he builds his studio and undertakes a variety of products for mainly Italian producers. Rooted at the very heart of the designer's pioneering attitude and philosophy is his ongoing curiosity to push the boundaries of production capabilities while inviting an open dialogue between clients and collaborators. On this occasion, he stands poised and ready to enter into conversation with the Swedish design community.



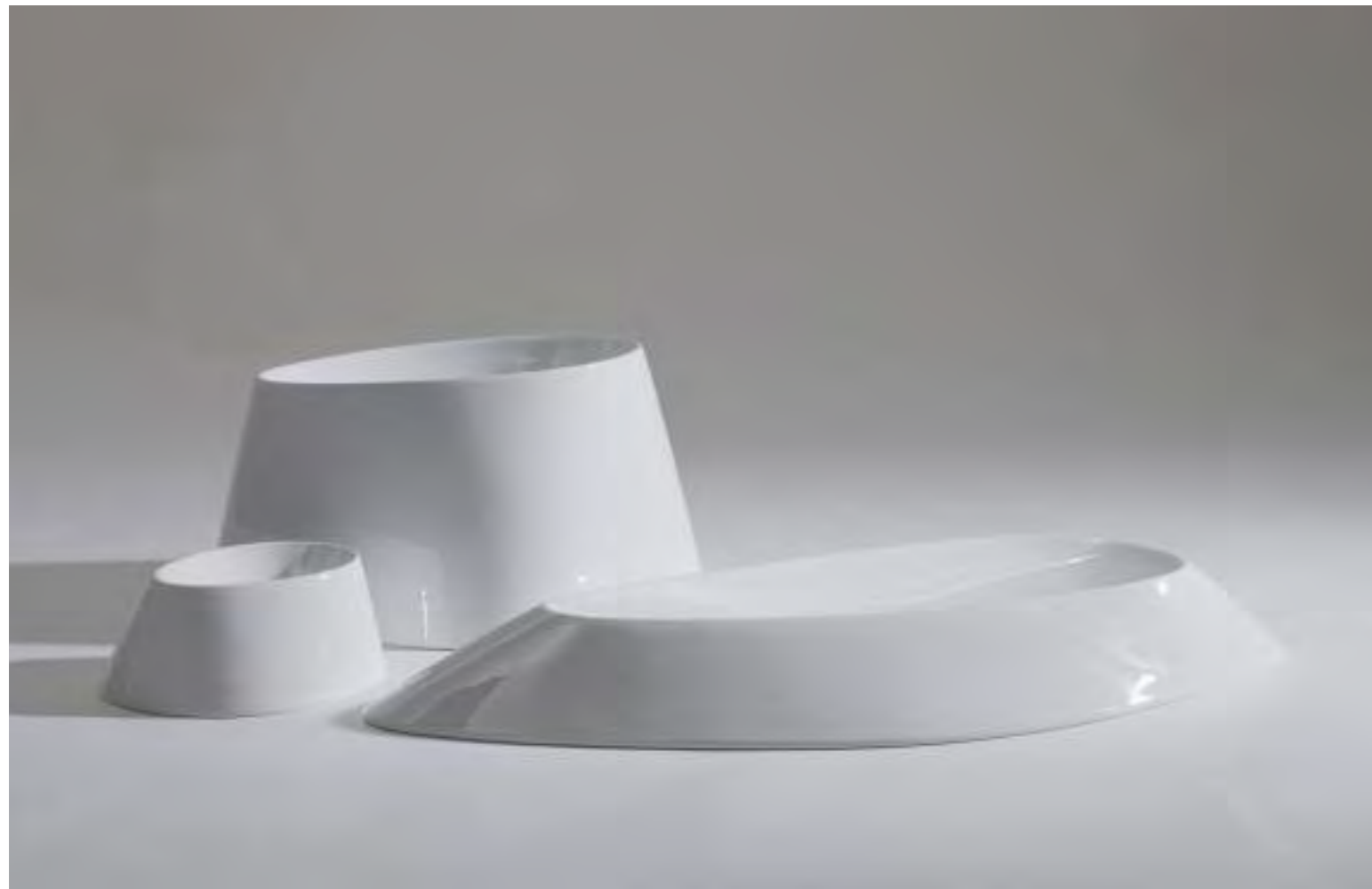
**LUCA NICHETTO HAS** received many international prizes, such as the Grandesign Award 2008, Good Design Award 2008, the IF Product Design Award 2008 and the Elle Decoration International Design Awards 2009 (EDIDA) as Designer of the Year in the Young Designer Talent section.

Luca Nichetto works for various companies, such as Bonaldo, Bosa, Casamania by Frezza, Emmegi, Foscarini, Fratelli Guzzini, Gallotti & Radice, Italesse, Moroso and Salviati.



TITAN, Carafe, ITALESSE, 2008

LUNAR, Ceramic bowls, BOSA, 2008



FLUTE LINE, Glass, ITALESSE, 2008

EMPIRE, Floor standing lamp, FOSCARINI, 2007



# Tools for communication

by Richard Sigray



Meetings are a powerful driving force for organisations. At OFFECCT each product has a communicative aspect. The goal is to produce furniture that results in profitable meetings.

Few myths are as long-lived as that of the solitary creative genius. However, a closer look at major discoveries and ground-breaking innovations will reveal that they are often supported by a group of people. It is in the encounter with others that new ways of thinking are born.

For many years OFFECCT has collaborated with researchers to analyse how architecture and design influence people and how we communicate. The research has demonstrated that employees can spend up to 25 per cent of their

time participating in meetings. For executives the figure can be as high as 80 per cent.

There are many parameters that influence the result of a meeting. Space, air quality, sound, lighting, furniture and technical equipment all play a part in how we experience a meeting. We are affected by all of our senses.

“Built around computers, the traditional workplace is designed for linear and rational thinking. At OFFECCT we want to break this pattern and create furniture for meeting places that provide energy, make people more open-minded and stimulate the exchange of ideas,” says Managing Director, Kurt Tingdal.

According to Kurt Tingdal there is much to be gained by not creating static meeting spaces. Different meetings require different environments if they are to be fruitful. One type of meeting space is perhaps suited for formal meetings but not for short or creative mee-

tings. A common mistake is to make the meeting spaces too large. Eight out of ten meetings include less than four people.

“When we initiate a collaboration with a designer we are very open about how we word the brief. The starting point is what the meeting places of today and the future will look like and which requirements are demanded of the interior design. We never ask a designer to only design a chair,” Kurt Tingdal explains.

Eero Koivisto’s sofa Float High is born out of this spirit. The point of departure for the designer and OFFECCT was how a private space may be created in open-plan offices and open public environments. The high back of the sofa enables a private conversation in an otherwise lively environment. Float High is an excellent example of OFFECCT’s view of design as a tool for communication. In this case the furniture in itself is a meeting place.

## OFFECCT News 2010



**CANTI**  
Chair  
Björn Dahlström



**DROPLET**  
Table  
Ingunn Eikeland Björkelo



**FLY**  
Easy chair  
Patrick Norguet



**MINIMA**  
Easy chair  
Claesson Koivisto Rune



**MOD**  
Arm chair  
Monica Förster



**MOD**  
Chair  
Monica Förster



**ORIGAMI**  
Easy chair and footstool  
Carlos Tiscar



**OYSTER**  
Footstool  
Michael Sodeau



**MINIMA**  
Chaise longue  
Claesson Koivisto Rune



**MINIMA**  
Corner sofa and Ottoman  
Claesson Koivisto Rune



**MINIMA**  
Sofa  
Claesson Koivisto Rune



**ROBO**  
Chair  
Luca Nichetto



**SNOWFLAKES**  
Tables  
Claesson Koivisto Rune



**SOUNDWAVE® GEO**  
Acoustic panel  
Ineke Hans



**SPOON**  
Footstool  
Monica Förster

OFFECCT Collection



**EASY BLOCK**  
Jean-Marie Massaud



**FLOAT**  
Eero Koivisto



**FLOAT HIGH**  
Eero Koivisto



**GHOST**  
Eero Koivisto



**GROW**  
Teruhiro Yanagihara



**KING**  
Thomas Sandell



**NEMO**  
Eero Koivisto & Ola Rune



**ORBIT**  
Eero Koivisto



**ORGY**  
Karim Rashid



**PLAYBACK**  
Eero Koivisto



**SMALLTOWN**  
Eero Koivisto



**BOND**  
Jean-Marie Massaud



**FLOAT**  
Eero Koivisto



**FLOAT HIGH**  
Eero Koivisto



**GHOST**  
Eero Koivisto



**LOUIS IX LOW**  
Carlos Tiscar



**LOUIS IX LOW**  
Carlos Tiscar



**MONO LIGHT**  
Ola Rune



**NEMO**  
Eero Koivisto & Ola Rune



**ORBIT**  
Eero Koivisto



**OYSTER HIGH**  
Michael Sodeau



**OYSTER**  
Michael Sodeau



**PALMA**  
Khodi Feiz



**QUEEN**  
Olle Anderson



**SMALLTOWN**  
Eero Koivisto



**SOLICHAIR**  
Alfredo Häberli



**SOLITAIRE**  
Alfredo Häberli



**SPOON**  
Monica Förster



**SPOON LOW**  
Monica Förster



**TEMPO**  
Andrea Ruggiero



**TINTO CENTER**  
Claesson Koivisto Rune



**BOND**  
Jean-Marie Massaud



**BOND**  
Jean-Marie Massaud



**BOND**  
Jean-Marie Massaud



**BOND**  
Jean-Marie Massaud



**BOND LIGHT**  
Jean-Marie Massaud



**BOND LIGHT**  
Jean-Marie Massaud



**CORNFLAKE**  
Claesson Koivisto Rune



**CORNFLAKE**  
Claesson Koivisto Rune



**CORNFLAKE**  
Claesson Koivisto Rune



**CORNFLAKE**  
Claesson Koivisto Rune



**KING**  
Thomas Sandell



**LOUIS IX**  
Carlos Tiscar



**LOUIS IX**  
Carlos Tiscar



**MONO LIGHT**  
Ola Rune



**MONO LIGHT**  
Ola Rune



**PALMA MEETING**  
Khodi Feiz



**PALMA MEETING**  
Khodi Feiz



**QOOL**  
Olle Anderson



**QUICK**  
Olle Anderson



**QUICK**  
Olle Anderson



**QUILT**  
Olle Anderson



**TOFFEE**  
Eero Koivisto



**AMAZONAS**  
Eero Koivisto



**BASIC**  
OFFECCT Design Studio



**BIRD**  
Broberg & Ridderstråle



**BOND**  
Jean-Marie Massaud



**BOND**  
Jean-Marie Massaud



**CORNFLAKE**  
Claesson Koivisto Rune



**CORNFLAKE**  
Claesson Koivisto Rune



**CORNFLAKE**  
Claesson Koivisto Rune



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Claesson Koivisto Rune



**GRIP**  
Satyendra Pakhalé



**ETAGE**  
Claesson Koivisto Rune



**OUTLINE**  
Mika Tolvanen



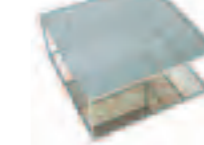
**PROPELLER**  
Eero Koivisto



**PROPELLER**  
Eero Koivisto



**TRAY**  
Monica Förster



**VERTIGO**  
Eero Koivisto



**WINDOW**  
Eero Koivisto



**FLOWER**  
Eero Koivisto



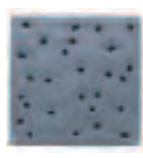
**FLOWER MEDI**  
Eero Koivisto



**MINI FLOWER**  
Eero Koivisto



**SOUNDWAVE® Flo**  
Karim Rashid



**SOUNDWAVE® Luna**  
Teppo Asikainen



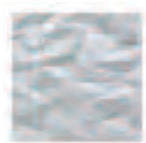
**K-LINE**  
Khodi Feiz



**K-LINE**  
Khodi Feiz



**K-LINE**  
Khodi Feiz



**SOUNDWAVE® Scrunch**  
Teppo Asikainen



**SOUNDWAVE® Skyline**  
Marre Moerel



**K-LINE**  
Khodi Feiz



**K-LINE**  
Khodi Feiz



**K-LINE**  
Khodi Feiz



**SOUNDWAVE® Swell**  
Teppo Asikainen



**SOUNDWAVE® Village**  
Claesson Koivisto Rune



**SPARKS**  
Mikko Laakkonen



**SPARKS**  
Mikko Laakkonen



**CLOUD**  
Monica Förster



**FOREST**  
Katrin Greiling



**SPINNAKER**  
Beat Karrer



**PICK UP**  
Alfredo Häberli



**BOND XL**  
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26–30 October 2010

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**OFFECCT**

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Find out more about upcoming events, new products and our designers at our website. During the Stockholm Furniture Fair you can also follow our activities on a daily basis.

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