



NEWS PRESENTATION Q1 2017

MUUTO
New Noodles

WORKSHOP CHAIR

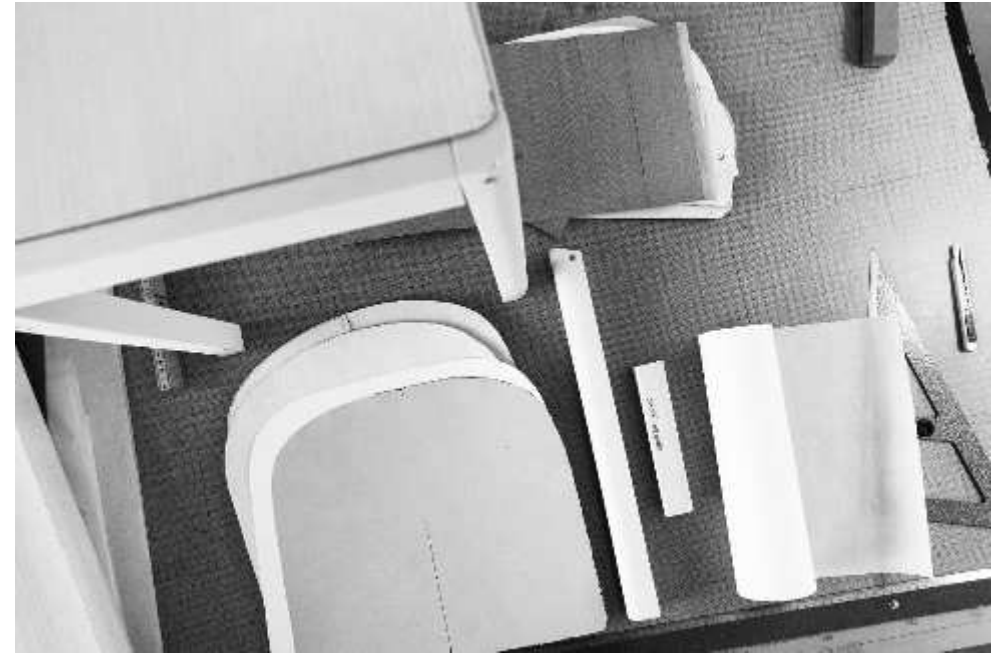
BY CECILIE MANZ





DESIGN PROCESS

- The Workshop chair was made in a short and intense process Cecilie Manz' workshop – hence the name.
- The Workshop chair was a favorite piece on this year's Mindcraft Exhibition in Milan
- But in fact, Cecilie Manz had already presented the chair to the design team, long before the exhibition, believing it had the potential to become part of the Muuto collection.
- The design team saw its potential but had some challenges to overcome, before presenting the final product.
- Firstly, how could you make this seemingly petite chair into a robust and strong chair, durable enough to pass severe tests?
- They ended up giving the chair extra strong corner bricks to give it strength without compromising the refined design.
- Secondly, the task was, in corporation with producers in Latvia, to rethink some of the workshop processes, in order to give the chair an accessible price to complement its popular appeal.

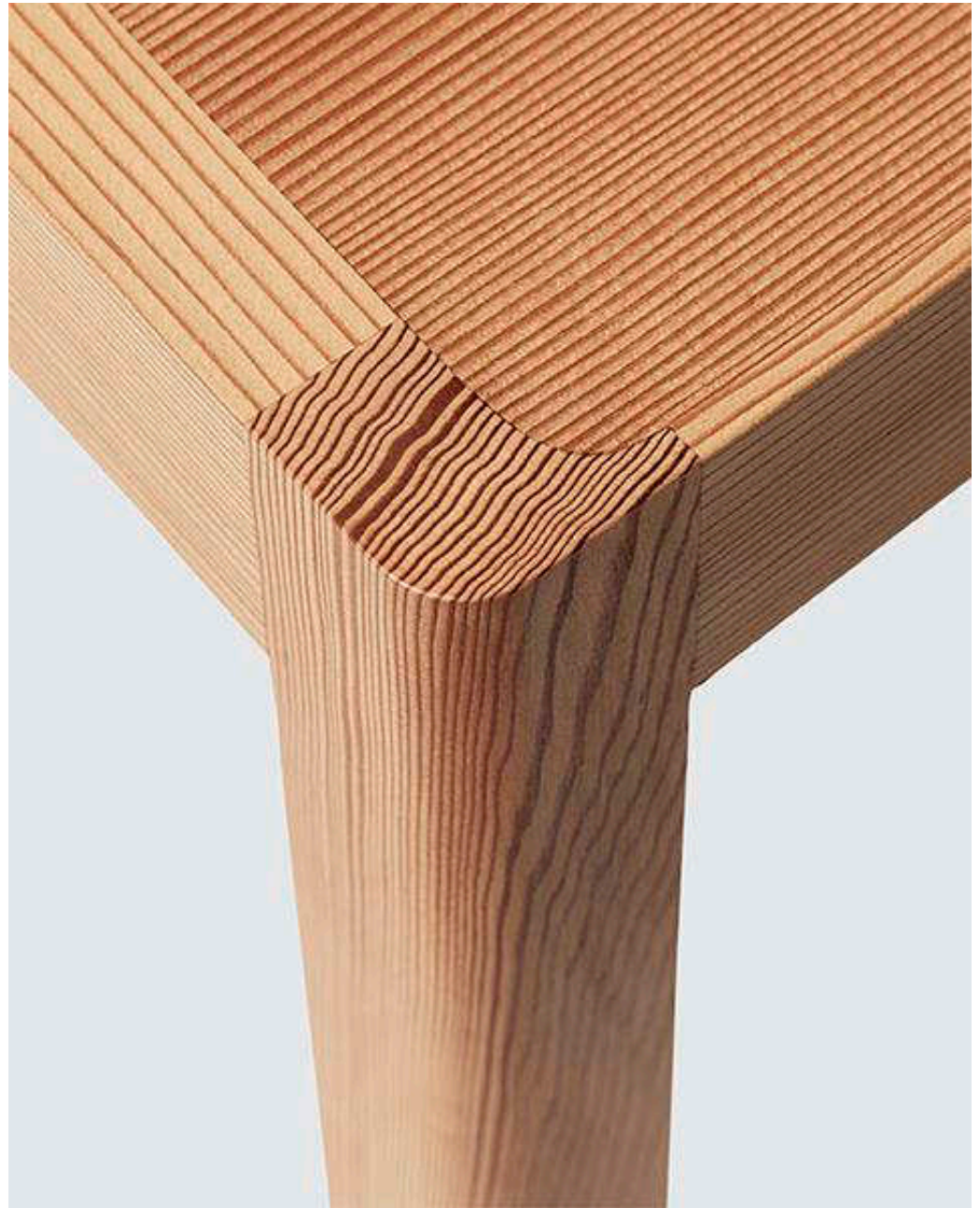


WORKSHOP CHAIR

BY CECILIE MANZ

- An honest chair with a few but right details
 - Contrast between round & sharp edges
 - Wood graining
 - Light yet solid proportions.
- Comfortable with a good support from its back. Functionality and the human body is key in the design process.
- Understated Scandinavian design object with harmonious craftsmanship detailing.





OREGON PINE

- A wood type from the north western America.
- Recognizable because of its red-brown color
- Increasingly used in interiors by some very influential designers and architects.
- The wood is softer than oak and ash and is thus less robust and hardwearing.
- The color of the wood will also change when exposed to light – less relevant with a chair than a table.
- In conclusion, we do not recommend Oregon Pine for contract projects.





MATERIAL

Lacquered oak wood, matte clear
Oak or Oregon pine. Legs and frame made from solid wood. Back and seat made from veneer.

DIMENSIONS

Cm : H 79 / W 40 / D 46 / SH 45
Inches: H 31." / W 15.75" / D 18." / SH 17.75"

COLORS

Oregon Pine, Oak, Black

2D, 3D & REVITT:

January

TESTEST TO WITHSTAND

Oak + Black – L2- DTI
Oregon Pine - No

COLLI SIZE

1 pcs

RECOMMENDED RETAIL PRICE

€ 329 / £ 285 / DKK 2.395 / SEK 2.995 / NOK 2.949 / USD 385 / CAD 535

EXPECTED AVAILABILITY

Primo February

SALES SAMPLES AND MATERIAL SAMPLES

1 Chair – samples set (January)



**WORKSHOP CHAIR
TEKNOLOGISK**

The image shows a wooden workshop chair in a laboratory or workshop setting. A pneumatic cylinder is mounted to the backrest of the chair, and a weight stack is suspended from it. A person's leg in dark pants is visible on the right side of the frame. The floor is made of light-colored wood, and various tools and equipment are visible in the background.

COMPOSE SOFA

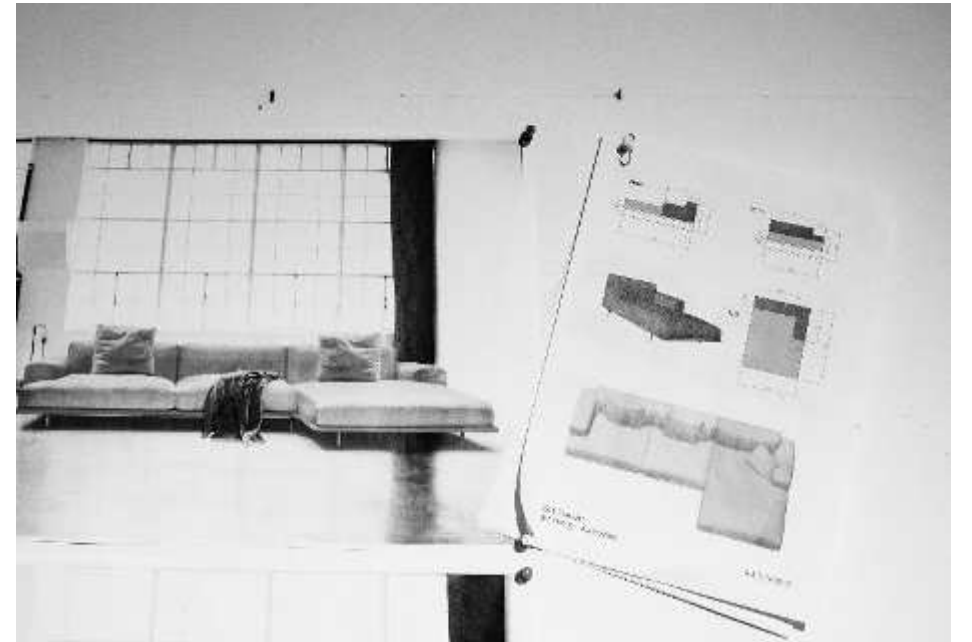
BY ANDERSSEN & VOLL





DESIGN PROCESS

- We love Connect and wanted to see where playing with its well known design could take us.
- The task was to create something new from a well know and enjoyed design.
- By lifting the Connect onto a pair of legs and playing with the proportions of the sofa's elements and new design came to life.
- Armrest were made slimmer and the seat pillows thinner, leaving more space inside the sofa.
- The foam inside the sofa was also made softer than on the Connect sofa.
- The result is a well composed sofa with a subtle yet elegant design and with lots of comfort!



COMPOSE SOFA

BY ANDERSSEN & VOLL

- Anderssen & Voll, and the design department wanted to play with a the design of our beloved Connect Sofa.
- Designing this sofa, was a sculptural study in how to compose a sofa using the simplest of components; seat, back and armrests.
- Base is replaced with light sofa legs that elevates the sofa. The result is a sophisticated lounge sofa with a light appearance.
- A versatile lounge sofa, at favorable pricing, with room enough for everyone.



MATERIALS

Sofa with wooden frame and cold-foam filling. Wooden legs.

DIMENSIONS / 2-SEATER

Cm: L 200 / H 69 / D 94 / SH 38 / SD 68
Inches: L 78.75" / H 27.25" / SH 15" / 26.75"

DIMENSIONS / 3-SEATER

Cm: L 240 / H 69 / D 94 / SH 38 / SD 68
Inches: L 94.5" / H 27.25" / SH 15" / 26.75"

COLORS

Fiord 96l, Fiord 15l, Remix 163, Steelcut Trio 133,
Vancouver 13, Vancouver 14.

Option of 2 colours of legs – black & oak

2D, 3D & REVITT:

January

RECOMMENDED RETAIL PRICE

2-seater from € 2.390 / DKK 17.900 / SEK 22.995 / NOK 22.495 / USD 3.049 / CAD 4.249
3-seater from € 2.990 / DKK 21.900 / SEK 27.995 / NOK 26.995 / USD 3.495 / CAD 4.849

EXPECTED AVAILABILITY

Ultimo January
US/UK Version - Ready from April price list



OUTLINE CHAIR

BY ANDERSSSEN & VOLL







DESIGN PROCESS

- With the Outline sofa being an immediate success, we are exploring where else to take the design.
 - One obvious extension into a sofa family is the creation of the Outline Chair.
- The starting point was in fact to create a chair that would complement and enrich the Outline sofa family – that now has the scale of a full grown family.
- But the result is also a furniture that easily can on its own - Because of its rich size and the characteristic design details from the Outline series.



OUTLINE CHAIR

BY ANDERSSSEN & VOLL

- With the addition of the Outline Chair, a new sofa series is created; The Outline sofa Series.
- The Outline Chair's design is light and elegant – yet its deep seat offers lots of comfort.
- Its design typology is a new perspective on classic Scandinavian living room furniture from the 50's and 60's.
- The curvy armrest and the beautiful drawn backside of the chair are two of the most unique features of the chair.





MATERIALS

Powder coated aluminum legs. Wood and steel construction. Cold foam granulate and feather filling. All textiles from Kvadrat or Arve. Leather from Camo Leather.

DIMENSIONS

Cm: L 88 / H 69,5 / D 84 / SH 38 / SD 68
Inches: L 34.75" / H 27.25" / D 33"

2D, 3D & REVITT:

January

EXPECTED COLORS

Fiord 151, Fiord 961, Vancouver 14, Remix 163, Steelcut Trio 133,
Black & Cognac Silk leather

RECOMMENDED RETAIL PRICE

Textile from € 1.695 / DKK 12.500 /
SEK 15.995 / NOK 15.495 / USD 2.049 / CAD 2.849

Leather from € 2.995 / DKK 21.900 /
SEK 27.995 / NOK 26.995 / USD 3.495 / CAD 4.895

EXPECTED AVAILABILITY

EU Version: Ultimo January
US/UK Version - Ready from April price list

RIPPLE THROW

by Margrethe Odgaard



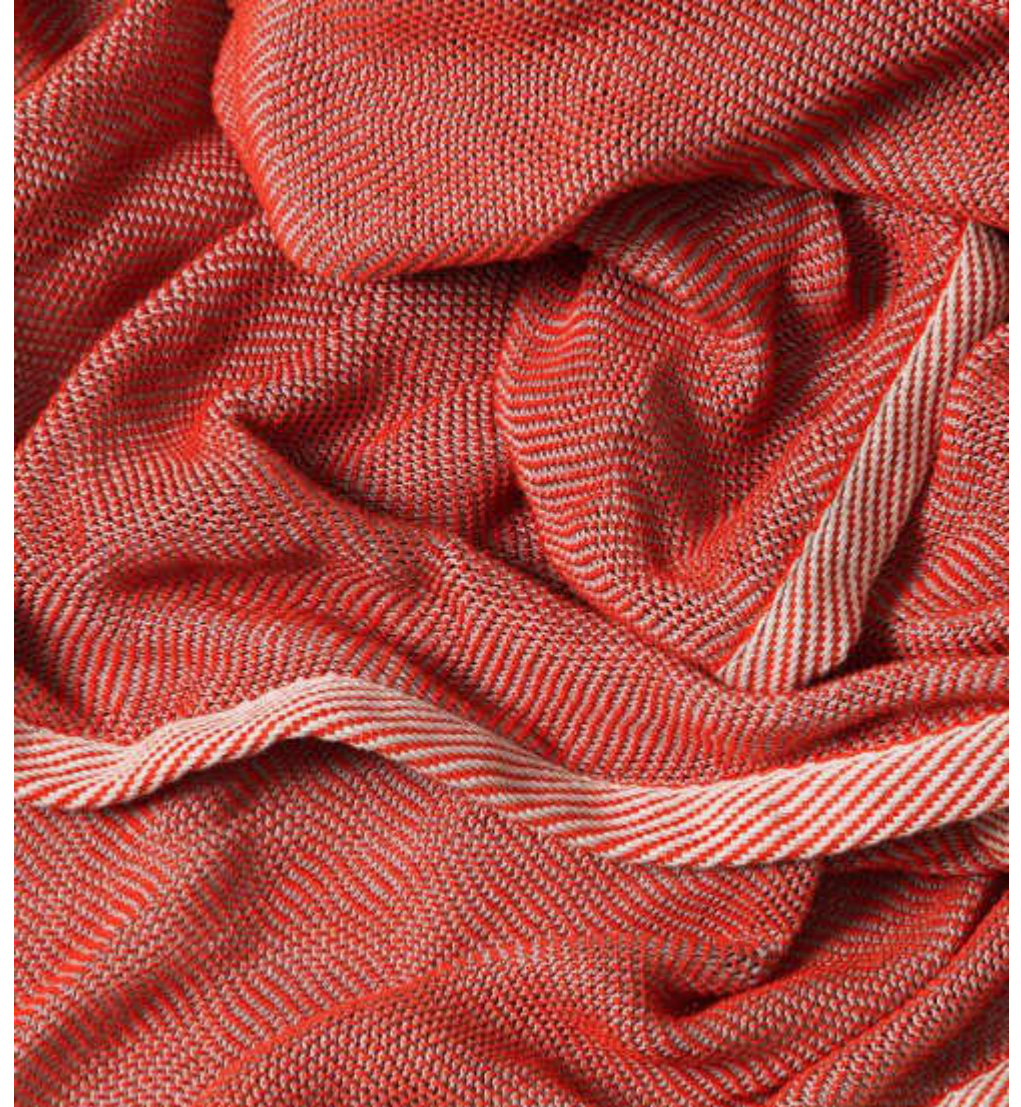
DESIGN PROCESS

- Creating the Ripple throw has been a study in color plays but also in exploring old weaving techniques.
- There is 2-3 colors in each throw, that mix together and create the perceived color of the throw and it's ripple effect.
- It took one and a half year and over 40 samples to find the perfect color mixes, as these are so hard to imagine until you see them together.
- A color is perceived very different depending on whether you see it alone or with other colors.
- The weaving technique is a old technique used for detailing in the fashion industry, but is rarely used for large fabrics.
- With these weave we give new life to an old weaving tradition, in a modern and accessible production.
- In fact our producers had to purchase two new weaves to be able to make the Ripple Throw.



WHY COTTON?

- When choosing the material for this throw, test were made using wool, flax and silk
- Cotton turned out to be the best material for the weaving technique
- Cotton can get a flat look, but the weaving technique and the mix of colors makes it look shiny and plays with the perception of material.
- The result is a throw with a vibrant look, in 100 % cotton that is easy to clean and maintain.



RIPPLE THROW

by Margrethe Odgaard

- New perspective on a weaving technique, otherwise used for detailing's in the fashion industry.
- The weaving technique and mix of color gives the throw a 3-dimensional and ripple vibrant appearance.
- Unique visual appearance as well as the appealing tactile quality.
- Made from 100 % cotton - the Ripple throw is light and delicate, yet feels warm.





MATERIALS

100 % cotton

DIMENSIONS

CM: 115 x 180

INCHES: 45.25" x 70.75"

COLORS

Bluish-Black, Yellow, Green, Red, Brown

COLLI SIZE

1 PCS.

RECOMMENDED RETAIL PRICE

€ 99 / £ 89 / DKK 750 / SEK 955 /
NOK 925 / USD 129 / CAD 165

EXPECTED AVAILABILITY

Ultimo February

SALES SAMPLE

1 THROW (ws only)

COLORS

Bluish-Black, Yellow,
Green, Red, Brown



RESTORE SERIES

NEW COLORS





BLACK MELANGE

Has more complex texture than the plain black Restore.

The texture highlight the materials quality

Makes the black color less intense and more 3-dimensional.

More functional and practical



AQUA

A trend color

Known from Stacked Acoustic Panels

Has more attitude than the other more colors, but is still perceived both subtle and matte.



MIDNIGHT BLUE

A more sophisticated dark color

Gives something new and more serious notes to the Restore Family.



RESTORE SERIES

NEW COLORS

- Darker and matte colors to add exclusivity and sophistication to the existing bestselling storage series.
- Use the new Restore versions to add subtle colors to an interior setting.





MATERIALS

Polymer Felt

VERSIONS

Basket, Round Basket, Tray

COLORS

Black Melange, Aqua, Midnight Blue

EXPECTED AVAILABILITY

Available now



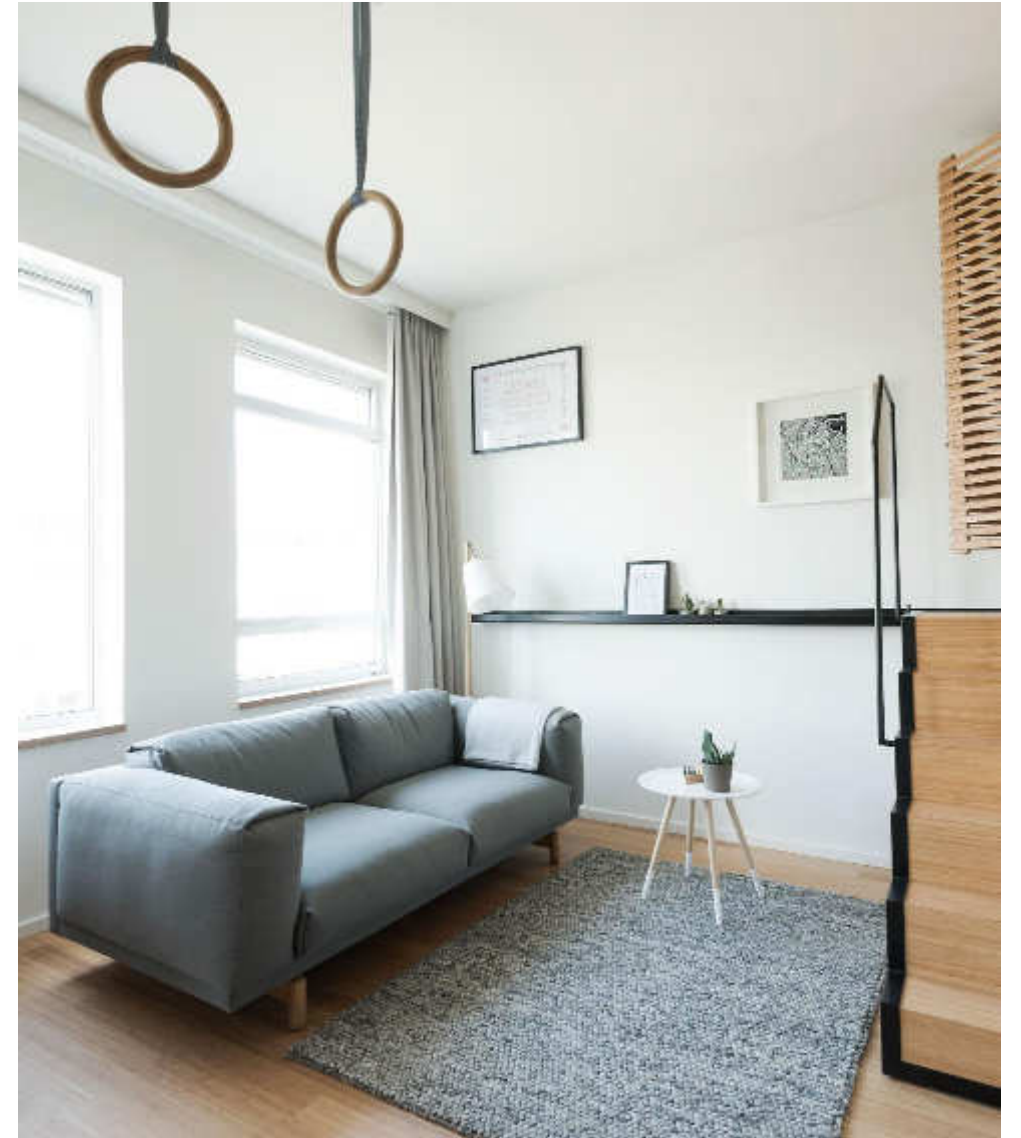
REST SOFA - STUDIO





DESIGN PROCESS

- The Rest Sofa – Studio size was originally designed to the Zoku Hotel in Amsterdam.
- The Hotel needed a super comfortable sofa that was still able to fit in their smaller hotel apartments.
- The design team began playing around with the proportions on the Rest Sofa and quickly realized that it was not possible to just shrink all dimensions.
- Cushions and armrest dimensions have been altered, leaving more space inside the sofa.
- Working with the Studio size we also realized its retail potential as this size will fit well into smaller apartments in the cities.



REST SOFA - STUDIO

- A shorter and slimmer version of the best-selling Rest Sofa, that will meet a new segment.
- Design sofa for smaller apartments in Urban areas & smaller hotel rooms.
- Just because you live compact you do not have to compromise on design.
- Proportions of the sofa has been altered to keep the harmonious shapes from the Rest sofa.
- Still very comfortable sofa despite of its smaller size.





MATERIALS

Steel base, wooden frame, cold foam and feather filling.
All textiles from Kvadrat, Arve and Febrik

DIMENSIONS

Cm: L 165 / H 72 / D 87 / SH 42
Inches: L 65" / H 28.75" / SH 16.5" / 34.25"

COLORS

Hallingdal 457, Hallingdal 123, Hallingdal 407, Steelcut Trio
515, Steelcut Trio 133, Remix 163, Rime 591, Vancouver 13 &
14, Pitch Midnight, Charm, Graphite

2D, 3D & REVITT:

January

EXPECTED RECOMMENDED RETAIL PRICE

from € 2.350 / DKK 17.500 / SEK 22.495 / NOK 21.995

EXPECTED AVAILABILITY

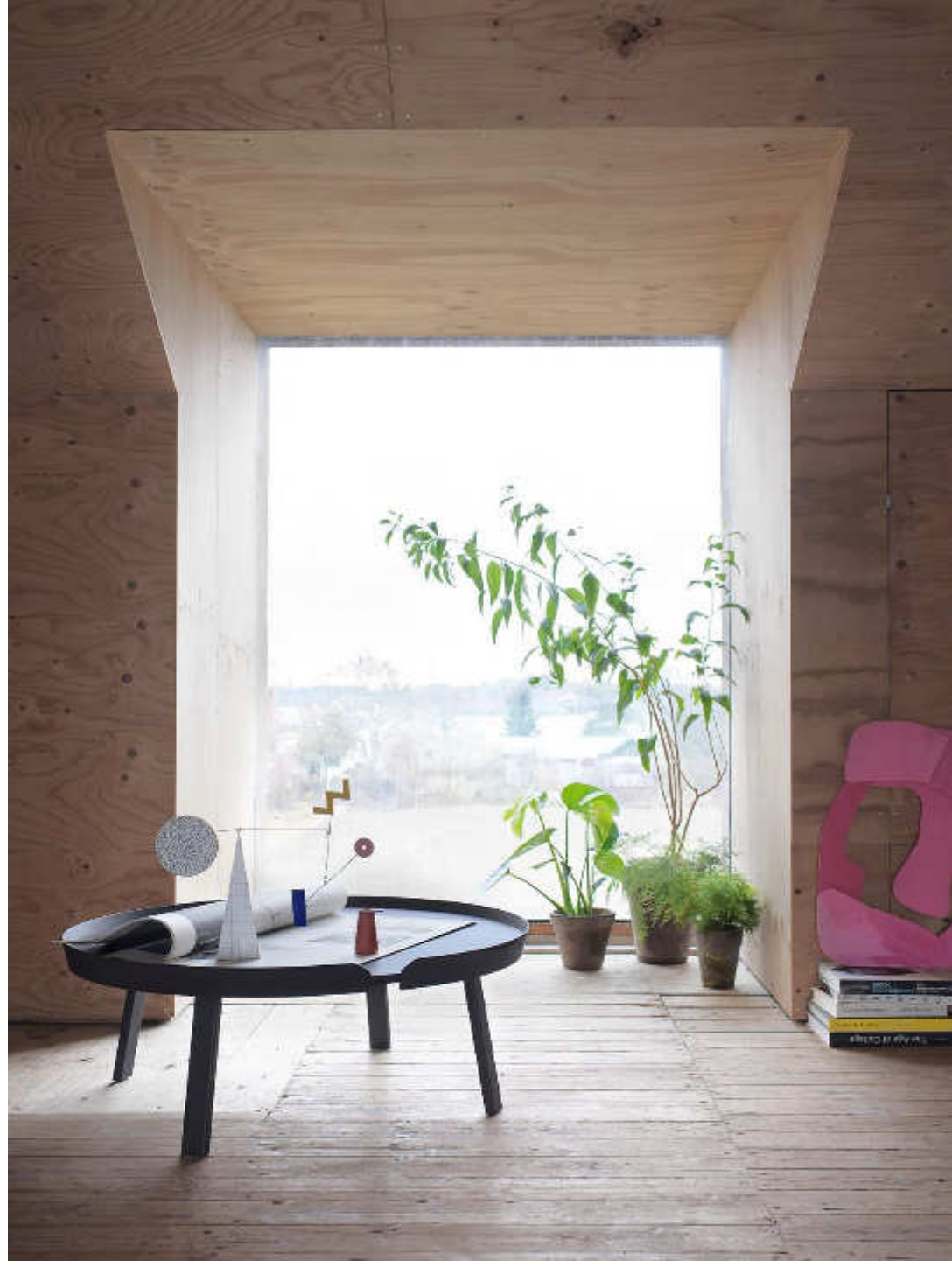
EU Version: Ultimo January
US/UK Version : Ready from April price list

A NEW MEMBER TO THE AROUND COFFEE TABLE SERIES



AROUND COFFEE TABLE EXTRA LARGE





AROUND COFFEE TABLE EXTRA LARGE

- Design team has been working thoroughly to find the perfect size that can both work on its own in with the other sizes in the series.
- The result is a coffee table with a diameter of 95 cm / 37.5”.
- Large enough to single handedly fill the need for a home sofa setting.
- Fits well with the small & large Around tables and invites to play even more with sizes and colors – Ideal for large lounge areas.
- Easy to furnish around because of its round size.





MATERIALS

Tabletop made from ash or oak MDF. Legs made from solid lacquered ash or oak.

DIMENSIONS

Ø 95 cm / 37.5"

H: 36 cm / 14.25"

COLORS

Oak, Ash, Anthracite, Dark red, Black, Grey, Dark Grey, White, Dusty Green.

2D, 3D & REVITT:

January

TESTEST TO WITHSTAND

L3 - DTI

COLLI SIZE

1

RECOMMENDED RETAIL PRICE

€ 795 / £ 695 / DKK 5.495 / SEK 6.995 / NOK 6.795
/ USD 925 / CAD 1.295

EXPECTED AVAILABILITY

Start January / Ultimo February

70/70 TABLE

OAK TABLETOP



70/70 TABLE

OAK TABLETOP

- The warm material of the oak veneer tabletop serves as an interesting contrast to the cold aluminum frame.
- Silky feel surface
- Will give new life to bestselling table series.
- The oak veneer gives a new dimension to the 70/70 table – a more exclusive look.



70/70 TABLE

OAK TABLETOP



MATERIALS

Plywood edge + Oak veneer top with matt clear lacquer

DIMENSIONS

Small, Large, Extra Large

COLORS

Oak/Black, Oak/White, Oak/Light Green, Oak/Grey

RECOMMENDED RETAIL PRICE

From € 1450 / £ 1.295 / DKK 10.500 / SEK 13.495 / NOK 12.995
/ USD 1.695 / CAD 2.349

EXPECTED AVAILABILITY

Ultimo December

**INTRODUCING A
SOPHISTICATED &
DEEP DARK RED COLOR THE
NERD FAMILY**



NERD & NERD BAR STOOL

DARK RED



- Introducing a sophisticated and deep dark red color the Nerd family.
- The design of the Nerd chair is quite playful – this dark red color has more serious notes, which complements the playfulness of the chair and adds something new to the family.
- The deep colors are well attuned with the rest of the Muuto collection.
- The color is at its best when matched natural wooden colors – wooden table or floor.



MATERIALS

Lacquered ash

AVAILABLE IN

Nerd Chair, Nerd Barstool 65 & 75 cm

EXPECTED AVAILABILITY

Primo January

INTRODUCING A BASIC, MONOCHROME WHITE TO THE VISU FAMILY





VISU WOOD & VISU BAR STOOL

WHITE/WHITE

- A monochrome white variant with best-seller potential
- The white color enhances some of the subtle details of Visu's understated shape and shell.
- The crisp and monochrome, contemporary white gives the chair a more calm expression than the White/Oak variant
- Complements a wooden dining table.
- Lots of work has been put into making the lacquer very strong to fit various interiors.



FIBER CHAIR FAMILY

OCHRE SHELL



FIBER CHAIR FAMILY

OCHRE SHELL



- We are delisting Nature – replacing it with the new Ochre variant
- Experienced too many problems with pressure marks
- Why not delist totally? – The color is still very contemporary and works well in our collection.
- Nature was colored from wood fibers. Ochre contains color pigmenting.
- Ochre still has Fibers in the composition – just less than Nature.



AVAILABLE IN
All Fiber variants – Also Fiber Side Chair

EXPECTED AVAILABILITY
Ultimo January

MATERIAL SAMPLE
January





COMPILE UPDATE

- Launch of black and white is postponed until April
- Focus on grey variant until then
- Removed black & white from price lists and catalogue

