
OFFECCT *News*

All the furniture news, fit to print

PART FOUR 2011



Witteveen
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STOCKHOLM FURNITURE FAIR 2011 : OASIS – THE GROWTH OF FRESH AIR : LUCA NICHETTO USB
OFFECCT VOICES : IT WAS NEVER ABOUT THE PRODUCT : SUSTAINABLE UPDATE : FRONT INTERVIEW



YET ANOTHER COLLECTOR'S ITEM?

During 2010 OFFECCT launched a new initiative by distributing press material on a USB flash drive, containing press releases, high resolution images as well as the current edition of OFFECCT News. The purpose of this initiative was to combine efficient communication with the least possible impact on the environment.

This USB stick was very well appreciated by journalists as it delivered all relevant information about OFFECCT and the new products in a convenient way.

Last year the USB stick came in three different versions designed by Claesson Koivisto Rune, and one of the positive side effects was that journalists as well as customers and partners expressed an interest in collecting the different versions.

This year, Italian designer Luca Nichetto stands as the creator of the new USB stick. Going in to the design process, Luca was inspired by the fact that the OFFECCT USB stick actually can be compared to a business card that you give – or receive – when meeting someone. The shape of the 2011 version of the USB stick was therefore inspired by Luca's own business card in 2D. What Luca then did was to create a 3D version of his own business card, resulting in a very nice object that we think will be yet another collector's item.

See image of USB stick to the left.

STOCKHOLM'S NEW DESIGN HUB

The Nobis Hotel is a new independent contemporary first class hotel situated in the heart of Stockholm. The interiors of Nobis Hotel were created in collaboration with world renowned, award-winning Swedish design studio Claesson Koivisto Rune. Many of OFFECCT's products can be found at Nobis, including the sofas



NEMO and MINIMA as well as the ETAGE table. Claesson Koivisto Rune and OFFECCT also designed tables together with the easy chair PAL for the Nobis Hotel project.

The PAL easy chair is also presented at the 2011 Stockholm Furniture Fair. Depending on where the legs are mounted PAL can either be a larger and lower chair with a lounge character, or a smaller chair with a higher backrest, in order to fit rooms of varying sizes.

The Nobis Hotel is definitely one of Stockholm's newest design hubs and well worth a visit during a visit to Stockholm, not least to experience Claesson Koivisto Rune's interiors and their use of OFFECCT's products.

WELCOME TO OFFECCT'S OASIS

During the spring of 2011 OFFECCT launches a new concept called OASIS, which can be described as an assortment of design products, which together with flowers and plants enhances and adds value to the work environment, not least through an improved indoor air quality. The focus of OASIS is to add value through a planned use of vegetation in public interiors, and not on the plants themselves.

Research has shown that a deliberate use of vegetation in interiors will bring a number of advantages, including an improved indoor environment, an improved air quality, less noise and reduced stress. Green interiors also improve motivation and efficiency at the workplace, resulting in employees and customers feeling more at ease.

Read more about OFFECCT Oasis on the following two spreads.

3D TOOL ON WEBSITE

On OFFECCT's web site architects and customers have had the opportunity to use a 3D tool in order to plan a lounge, a conference room or an entrance. You are able to use a selection of OFFECCT's products as well as selecting everything from floor and ceiling colour, to the colour, texture and placement of the different products. Since our 3D tool has been well appreciated we are now expanding the possibilities by adding a fourth room – the auditorium. When planning an auditorium

it is important to get a picture of how a product – for example our new stackable chair LITE – will look like in large numbers. So if you are about to plan an auditorium, or a lounge, a conference room or an entrance, you are most welcome to visit our site at www.offecct.se and try it out.



OFFECCT AND FRONT LAUNCH A NEW COOPERATION

At this year's Stockholm Furniture Fair OFFECCT and Swedish design company Front initiate a long-term cooperation by presenting GREEN PEDESTALS, a number of room dividers for greenery launched within OFFECCT's OASIS concept.

Read more about Front and GREEN PEDESTALS on page 20-27

ROYAL VISIT

OFFECCT has had the pleasure to welcome H.R.H. Crown Princess Victoria and H.R.H. Prince Daniel to the head office and showroom in Tibro. The Crown Princess Couple had expressed a wish to visit OFFECCT on their current visit to Västergötland. Västergötland is one of Sweden's provinces and H.R.H. Crown Princess Victoria is also the Duchess of Västergötland. OFFECCT presented a special gift to the Newly Weds, namely an exclusive version of OFFECCT's "minitruck" PICK UP designed by Alfredo Häberli in royal blue and gold, to fit into their new home in the Haga Palace.



O₂asis

The growth of fresh air

Text by Max Fraser

Pollutants and poor indoor air quality are causing loss of concentration, fatigue and illness in the modern workplace. OFFECCT is embracing plants as the solution with the introduction of the OASIS collection.

It is no secret that nature is one of the great healers. In our day-to-day lives, a short walk or even a moment outside on the doorstep provides us with a short, sharp burst of oxygen needed to refresh and reinvigorate our minds. In contrast, the buildings in which we spend so much time can feel sterile, dry, and ‘airless,’ and can affect our health and ability to concentrate. Indoor air is often more polluted than outdoor air, brought about by a cocktail of pollutants more formally known as Volatile Organic Compounds (VOCs), the concentration of which is determined by a lack of airflow, heating appliances, office equipment, the use of cleaners, paints, adhesives, and types of furnishings.

Ironically, as mankind has advanced in its engineering of energy-efficient buildings, we have also created homes and office buildings that are sealed from the outdoor environment. One could blame modern construction practices for the decrease in indoor air quality, as reduced ventilation is one of the main contributors to the “Sick Building Syndrome” (SBS), triggering symptoms such as headache, fatigue, malaise, mental confusion, eye and throat irritation, coughing and wheezing.



Whilst architects and planners place great emphasis on orienting their buildings to maximise views to nature and vegetation, in so doing have somehow created a greater split from our natural surroundings. It is this paradox that caught the imaginations of OFFECCT’s founders Kurt Tingdal and Anders Englund and it’s art director, Eero Koivisto. At the core of the company’s newest collection – OASIS – the trio embraced the idea of growing fresh air.

Research has proven that we are already blessed with a solution that doesn’t rely on newfangled technologies and high investment, but simply the introduction of certain plant species to our indoor environment – three in particular: Areca Palm, Mother-in-Law’s Tongue, and Money Plant which all actively absorb toxins and release more oxygen.

Business owner and green activist Kamal Meattle has pioneered the principles of green architecture and sustainable upkeep to reshape commercial building in India. He introduced massive banks of these air-filtering plants to an office park in New Delhi and has succeeded in ‘growing’ cleaner indoor air and reducing common ailments for the staff.

Meattle’s results provided the motivation for

OASIS, an assortment of furniture items have been designed with the added function that they can easily ‘host’ a variety of vegetation. Four renowned design studios – Claesson Koivisto Rune, Front, Jean-Marie Massaud and Luca Nichetto – have responded to the call from OFFECCT.

The brief was quite open, as they were asked to ‘create furniture on which one can easily place green plants.’ Anders Englund is quick to point out, “We were certainly not asking them to design plant pots!” The designers, all of whom have worked with OFFECCT before (with the exception of Front), were encouraged to explore the use of greenery in American Modernist houses.

Explaining the inspirations for this new initiative, Eero Koivisto praises the confident addition of plants in the famous Eames House in California (1945) as an example of how architects of that time embraced vegetation as an integral component of our built environment. Anders Englund, co-founder and design manager of OFFECCT, agrees and adds, “Nowadays the integration of nature in interiors are somewhat forgotten. As a result, there are often acoustic difficulties as well as problems with air quality and



allergies. As people settle into new buildings, they instinctively want to introduce greenery.”

Koivisto has enjoyed observing the integration of vegetation in our urban environment, and he cites multiple influences to the development of his ideas for the project. “In Tokyo, I have always been struck by the village-like neighbourhoods nestled behind the high-rise buildings and main roads. In these quiet streets, small family houses take a lot of pride in their space and place a lot of emphasis on plant life - a kind of antidote to the dense urban environment.” He continues, “Also, my retired mother (an ex-doctor) has loads of plants in her home. She always proclaims that they are great for the air and for releasing oxygen into the home. In my own home, my wife and I cover half of our dining table in flowers!”

What all of this goes to show is that, in varying ways, flowers and plants play an important role in people’s homes, adding tranquility and beauty to an otherwise manmade space. Indeed, in addition to the aforementioned health benefits, they contribute greatly to people’s happiness and sense of calm.

Luca Nichetto’s development of ideas evolved into an in-depth research into the Modernist homes

of yesteryear, where “every entrance way, corridor, and room integrated plants in a unique way.” OFFECCT have chosen to take his GREEN PADS design into production, the idea for which came about when the Italian designer began to arrange a number of flowerpots of varying sizes closely together on the floor, with each one sitting on its own saucer. He then removed the pots, leaving only the saucers which created a pattern that informed the final surface configuration. “When I saw the pattern formed by the flowerpot saucers, I thought of Claude Monet’s famous painting of water lilies floating on the pond at Giverny. It feels like an appropriate reference for this project.” When covered in flowerpots, the plants become the centrepiece and the furniture simply acts as their support, “rather like a chair acts as the support for a person.”

Claesson Koivisto Rune’s contribution to the OASIS collection is GREEN TRAYS, a large tray of galvanised steel that sits on slender legs. “It became clear that there are too few aesthetic and practical furniture designs that present plants in an attractive manner in public interiors,” concedes Koivisto. “Our ambition was to design a product that provides space

for vegetation in a flexible way that makes it possible to integrate greenery into interiors.”

French designer Jean-Marie Massaud’s designs are large upholstered divans with space for vegetation, called GREEN ISLANDS. A plant can be inserted into the inbuilt holes, giving the impression that the vegetation is somehow growing from within the furniture. Suitable for public interiors, the circular and square ‘islands’ invite you to enjoy a moment of contemplation or quiet conversation. The fourth design, called GREEN PEDESTALS designed by Front, introduces planters on slender legs which can function as linear room dividers or something more organic when clustered together. (See Front profile on page 20.)

In addition, OFFECCT has added a few accessories to existing products. WINDOW PLANTER and GRIP VASE are both included in the new OASIS concept.

OFFECCT’s Kurt Tingdal concludes, “OASIS is strategically one of our most important investments in recent years. It’s not about the vegetation in itself, but about the added value that green environments create. In line with our longstanding commitment to create sustainable designs, it was an obvious step for

us to create conditions for a better indoor climate and a creative work environment.”

It would seem that OFFECCT, in its own way, is heeding the advice of architectural legend Frank Lloyd Wright who once said, “Study nature, love nature, stay close to nature. It will never fail you.” May healthier interiors be the judge of that.

New ideas brought to life

We shine our spotlight on the latest products,
unveiled at this year's Stockholm Furniture Fair.

GRIP VASE by Satyendra Pakhalé

GRIP is a table made of Corian® that is easy to move thanks to the handle on the tabletop. Now Satyendra Pakhalé presents GRIP VASE that fits perfectly into Grip's handle, creating the opportunity for integrating greenery into the table.

OASIS-GREEN TRAYS by Claesson Koivisto Rune

GREEN TRAYS is a set of tables for placement of flowers and plants. GREEN TRAYS are built upon a large tray of galvanized steel and are manufactured in three different sizes.



SOUNDWAVE Botanic by Mario Ruiz

SOUNDWAVE Botanic is a new addition to OFFECCT's collection of acoustic panels. The design of the panel works well together with the new OASIS concept.

PAL by Claesson Koivisto Rune

PAL can either be a larger and lower chair with a lounge character, or a smaller chair with a higher backrest. The same shell and legs are used for both versions, but by just turning shell upside down it creates a new chair. PAL was developed especially for Stockholm's latest luxury hotel – Nobis Hotel.

WINDOW PLANTER by Eero Koivisto

WINDOW is a table with a tabletop in white lacquered MDF with coloured glass and legs in chrome. Now Eero Koivisto presents WINDOW PLANTER for integrating greenery into WINDOW by replacing the original glass with an insertion for flowers and plants.



ORIGAMI by Carlos Tiscar

ORIGAMI is a sofa and an easy chair with a higher back. Like origami, the Japanese art of folding paper, Tiscar's easy chair and sofa is characterized by angular sections of straight lines.

WINDOW MAGAZINE by Eero Koivisto

WINDOW is a table with a tabletop in white lacquered MDF with coloured glass and legs in chrome. Now Eero Koivisto presents WINDOW MAGAZINE for storage into WINDOW by replacing the original glass with an insertion for books and magazines.





DUO by Patrick Norguet

DUO is a space-saving upholstered, comfortable, bar stool and chair with or without arm rests. Graphic in its shape and with a seat consisting of two halves with the option to choose two different colors.



GRAND by Monica Förster

GRAND is a large and generous sofa. It comes in a right, a left and a straight version with an accompanying footstool and an optional divan.

BOND XTRA LIGHT
by Jean-Marie Massaud

BOND Xtra Light is a lightweight, space-saving chair with or without arm rests. I gives excellent comfort and can be placed in large numbers next to each other.



OASIS - GREEN PEDESTALS by Front

GREEN PEDESTALS can be used as a room dividers. Some versions have dimensions that fit perfectly at the side of a desk, other fits in height next to a seat or a window. It is possible to add a seat or a table top to the round models.

OASIS - GREEN ISLANDS by Jean-Marie Massaud

GREEN ISLANDS is an ottoman with space for vegetation. The key is that the vegetation is part of the furniture. GREEN ISLANDS comes in two versions – one circular and one square.



OASIS - GREEN PEDESTALS by Front

OASIS - GREEN ISLANDS by Jean-Marie Massaud



SMALLTALK by Stefan Sjölander & Pierre Sindre/CREO

SMALLTALK is a small private space consisting of a table with a sound absorbing screen. It gives the possibility for any individual to talk on the phone or perform other tasks that requires solitude, silence and privacy.

CLUB by Christophe Pillet

CLUB is a minimal and light easy chair, with clear references to the classic, heavy armchair. CLUB consists of a simple, curved steel construction covered with tension fabric, giving the easy chair its ingenious shape, comfort and function.



SHELF by Claesson Koivisto Rune

SHELF is a new range of contemporary tables with an extra shelf. SHELF is characterized by its rounded corners. The table is offered in three versions with varying heights and sizes of the table surface. The two largest tables can be equipped with wheels for easy movement.



LITE by Broberg & Ridderstråle

LITE is a stackable chair / armchair characterized by a thin profile and a wide arched back. LITE can be fitted with accessories such as an arm rest and a foldable writing tablet. It is possible to connect multiple chairs with a linking device. LITE can also be equipped with a removable upholstery for the back and seat, where the removability makes it possible to use the chair also when the upholstery is being cleaned.



OASIS - GREEN PADS by Luca Nichetto

GREEN PADS is a table for the placement of flowers and plants. By combining a number of GREEN PADS next to each other, a feeling of a single piece of greenery is created.

CANTI by Björn Dahlström

CANTI is a comfortable and stackable chair available in leather, fabric or fabric with leather detailing. CANTI is now also available in two new versions. One with four legs and one with castors.

BOND HIGH by Jean-Marie Massaud

The BOND series consists of a wide range of chairs, arm-chairs and tables. BOND HIGH is a new, higher version of the original BOND easy chair, which combines a relaxed and comfortable feeling with greater integrity. BOND HIGH can also be equipped with an optional footstool.



OASIS - GREEN TRAYS by Claesson Koivisto Rune

GREEN TRAYS is a set of tables for placement of flowers and plants. GREEN TRAYS are built upon a large tray of galvanized steel and are manufactured in three different sizes.

Swedish design studio Front embarked on a mission to better integrate vegetation into the modern work environment. Their solution places plants firmly on a pedestal.

Planting at the front of our minds

Text by Max Fraser

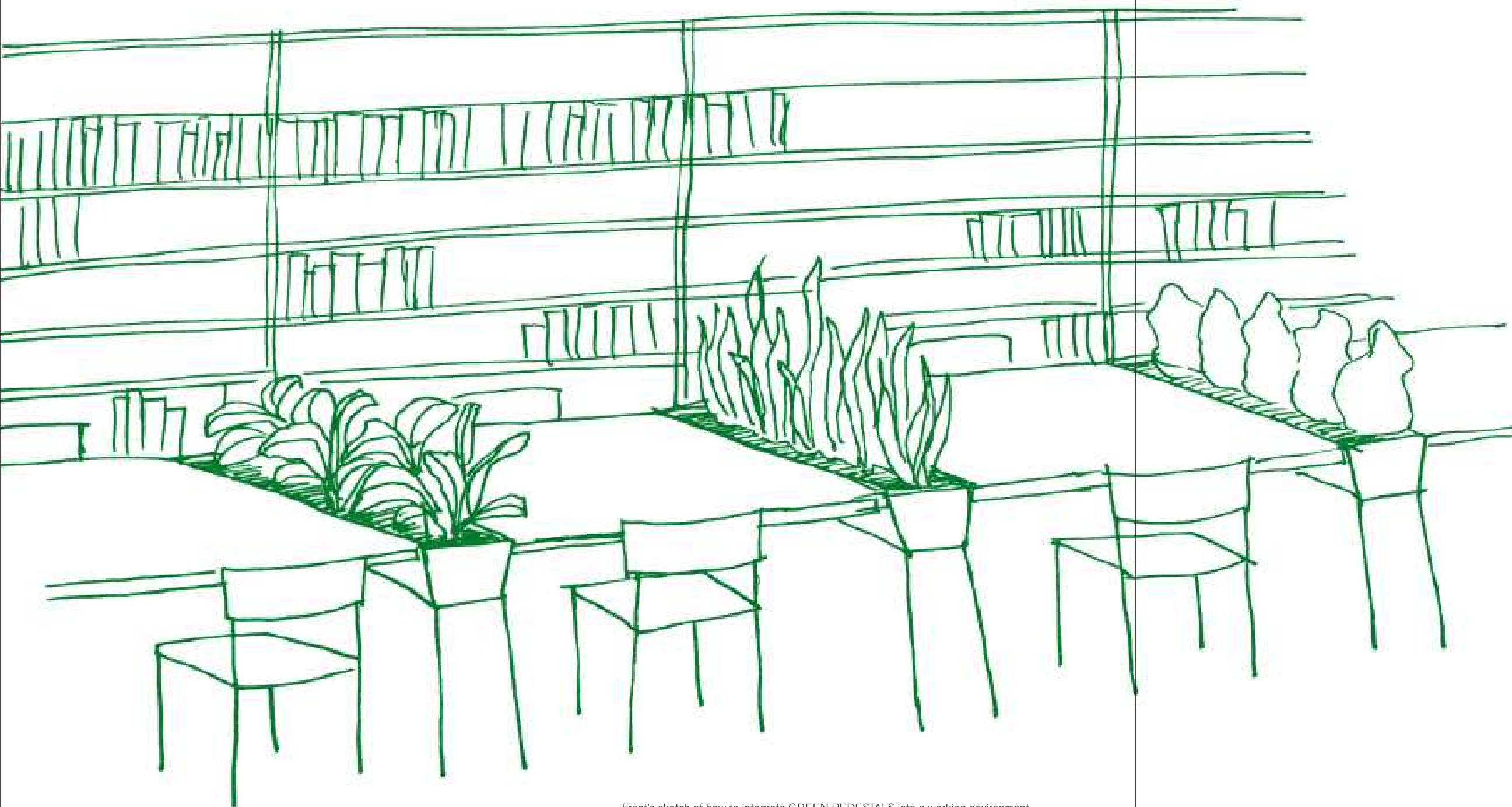


There was a time when exotic plants were celebrated with pride of place in the homes of the wealthy and well-heeled. Tall, slender and often quite monumental, the 'pedestal' was the furniture accessory of choice – a sort of ornate 'plinth' or 'column' that supported flamboyant and expensive flower displays. Pedestals were a prevalent feature until the early 20th century, when their popularity waned around the same time as cultivation and global trade in non-native and out of season plants began to grow.

Furthermore, in their quest to reject overt decorative gestures and symbolism from the past, Modernist architects invented altogether different ways to integrate plants into their buildings. This marked the final blow for the pedestal, which only sustains a presence today at grand ceremonies and events, albeit rather kitsch and exhibitionist. However, in 2011, the pedestal is enjoying a 21st Century revival, courtesy of the trio of designers that make up Swedish design studio Front – Sofia Lagerkvist, Charlotte von der Lancken and Anna Lindgren.

Indeed, for OFFECCT's new OASIS collection, the designers were asked to consider new ways to

“This project really made us think about how plants can be better integrated into an interior scheme from the beginning. The health benefits of introducing plants into a room is a strong justification for such a project.”



Front's sketch of how to integrate GREEN PEDESTALS into a working environment.

display and use plants within a modern work environment. Rather than treating plants as an afterthought in the assembly of an interior, Front considered ways in which vegetation could be better integrated into the overall composition of the space. “Plants can add a lot of character to a room,” states Lagerkvist. “This project really made us think about how plants can be better integrated into an interior scheme from the beginning. The health benefits of introducing plants into a room is a strong justification for such a project.” In their minds, the traditional pedestal had earned its place in the interiors of the past and, to this end, the studio searched for ways in which they could learn from its success but with altogether different functional motivations.

The resulting designs, called GREEN PEDESTALS, provide space for plants to sit in narrow steel troughs that perch atop slender legs. These legs are available in varying heights to compliment the standard height dimensions of regular and existing office furniture. “The idea is that they function as extensions to primary furniture in the workspace,” says Sofia Lagerkvist of Front. “They integrate comfortably with their surroundings and are versatile enough to work either independently or in multiples.”

Indeed, they provide a sort of punctuation to other furniture in a room, helping to partition

space without solid divisions. They work well in combination, whereby one can create corners, enclosures, or concentrations of plants at varying heights. The interchangeable legs are subtly angled and can be rotated so that they are all positioned irregularly, adding a quirky character to each piece.

Additionally, Front has designed a round variant on this design where it is possible to add a seat or a table top. By placing them in a row or in a group, they can be configured to form a sort of bench or a cluster of seats and tables that are interspersed with greenery. The multifunctional nature of these designs means that the product will always be in use – plants or no plants.

The trio of designers came up with a number of ideas before deciding to proceed with these designs. “We had a healthy dialogue with OFFECCT through out the development process. They are open to concepts and the discussions we had over the months always favoured exploring the strong ideas before we commenced with any detailing.”

These new products, called GREEN PEDESTALS,



GREEN PEDESTALS in the low circular version.



One of the early sketches of Front's pedestal concept.

are the first that Front has designed for OFFECCT. “We have wanted to collaborate for a while and have always been impressed by OFFECCT’s commitment to material experimentation and great finishing,” says Lagerkvist. “The work they undertake is always well executed, which stems from their patience and willingness to invest time into a project.”

The Stockholm-based design studio has developed a global reputation since they launched in 2003, applying their skills to all kinds of design projects from the hand-made one-off to the high-tech mass produced. They have never been afraid to make an impact, frequently achieving an astute balance between the serious and the lighthearted. In many respects, they have successfully broken away from conformity and have help to expand the definition of Swedish design. Many of their clients specifically request tell-tale signs of their authorship in the final design, but Lagerkvist insists that they have never wanted to possess a ‘Front style.’ “We have always been more interested in ideas. All projects have a different rhythm and each one requires a unique response. People think of us as being more experimental but for some time now, we have wanted to work on designs that are quieter and perhaps more simple.”

Whichever way one chooses to describe GREEN PEDESTALS, it’s simplicity of form in no way detracts from the benefits that this new furniture typology will add to the modern work environment.



GREEN PEDESTALS in the high rectangular version.

FRONT is a Swedish design group that consists of Sofia Lagerkvist, Charlotte von der Lancken and Anna Lindgren. They met while studying at the Department of Industrial Design at Stockholms University College of Arts, Crafts and Design (Konstfack) and established Front in February 2003. Although pretty young on the design scene they have already designed for companies such as Kartell, Moooi, Moroso, Established & Sons, Porro, Skitsch, amongst others.

Front work on all of their projects as a collective, so that discussions and experimentation makes it possible to develop contemporary world-class design. Front has been published widely in international design press and their work has been exhibited at MoMA in New York, the Pompidou Centre in Paris and the Victoria & Albert Museum in London. In 2010 Front received the highly prestigious Torsten and Wanja Söderberg Prize for their innovative and creative design.

CAMOUFLAGE, Pendant lamp, ZERO, 2007



BLOW AWAY, Vase, MOOOI, 2006



Series of modern everyday tableware, HÖGANÄS KERAMIK, 2010

BALANCING BOXES, Small table, PORRO, 2010



ANIMAL THING, Furniture collection, MOOOI, 2006



Sometime in the mid 1990's, Kurt Tingdal and Anders Englund, the founders of OFFECCT, noticed that their customers' interest in traditional conference furniture seemed to be waning. Like signs of spring breaking through a wet snow, customers spoke less about chairs and tables and more about meeting points, oases or comfortable conferences. OFFECCT understood then that their customers were yearning for something fresh, inspiring and vitalizing.

They also knew that this pent-up desire wasn't really about customers wanting a new product. It was about a process. A starting point. If OFFECCT was going to create products that would truly add value, they would have to get to the bottom of the customer's vision and intention.

"We sensed that they were striving for something more spontaneous, creative, and dynamic. Of course everyone still needs spaces that are functional for informational gatherings. But you can't expect that this same space will work for a creative, brainstorming meeting between just a few people. Once we understand how our customers work, we give our designers a framework to work within. Ultimately, we know the product will only be as good as the idea behind it," explains Kurt Tingdal, CEO of OFFECCT.

The management of OFFECCT decided that their mission would be to create intelligent and comfortable spaces that inspired creativity, awareness, and efficiency. They wanted to create a departure from the standard, linear office environments, and focus on the improving the ways that people spend time together.

One particular outcome of such a process was the high-backed sofa, Float High by Eero Koivisto. It was designed to give the people seated a sense of enclosed privacy even in wide-open, public spaces. In this case, the design encourages the meeting.

It was never about the product

Text by Sheri Fox

PALMA MEETING, chairs by Khodi Feiz and BOND, table by Jean-Marie Massaud





FLY, easy chairs by Patrick Norguet and FLOWER, stools by Eero Koivisto



OYSTER, easy chairs by Michael Sodeau

Twenty years ago, taking this approach to design was visionary. At that time, the incredible opportunities and demands of globalization meant that many organizations adapted by becoming flatter, wider, and more communicative. The Internet was taking form as an indispensable technology and countless companies stood at the precipice of an uncertain future, knowing only that their survival depended on creativity, collaboration and fearlessness.

In academia, organizational scholars were upturning old ways of thinking by claiming that people may not always behave entirely logically and predictably in the workplace. Studies began showing that, rather than being steady pillars of rationality, people are often powerfully driven by their emotions when it comes to decision making and interacting with others. Other disciplines, such as neuroscience, psychology, and architecture began crossing paths in order to study the effects of architecture and design on human behavior. Today we know more than ever about how our moods and senses are affected by light, sound, color, air quality and even the shape of a room.

Essentially these developments meant three things: First, that physical meetings between people were becoming more valuable at the same time they also had to become more efficient. Second, that there is always an emotional component to our decisions, actions and reactions, which sometimes defies rationality. Finally, it meant that our environment and atmosphere have the potential to change the way we think, feel and interact with others.

From their development center and factory in Tibro, overlooking the dense forest of raw material, Kurt Tingdal and Anders Englund looked at these changes and instinctively understood that OFFECCT must be able to bridge all three perspectives, by focusing on creative meetings in energetic spaces.

By now, the Internet revolution has stopped being a revolution. Much of our daily interaction occurs through e-mails, text messages, and phone calls if we're lucky. But face-to-face meetings are still the only realm where we can grasp all the nuances and richness of communication – gestures, expressions, body language, undertones, and even the essence

of someone's personality.

"It's interesting," says Kurt Tingdal, "that the more sophisticated we become in our digital communication, the more crucial physical meetings are becoming. Personal meetings can be spontaneous and inspiring in a way that's difficult over the phone or e-mail. So our mission at OFFECCT is probably more relevant than ever before."

"We work hard to keep our feet on the ground and really understand how meeting cultures and needs are evolving in the market," adds Kurt Tingdal. "We work with some of the world's leading furniture designers and architects in a number of global projects, and our greatest challenge is always making sure that we can develop the right products and tools for making meetings more successful."

"But face-to-face meetings are still the only realm where we can grasp all the nuances and richness of communication – gestures, expressions, body language, undertones, and even the essence of someone's personality"

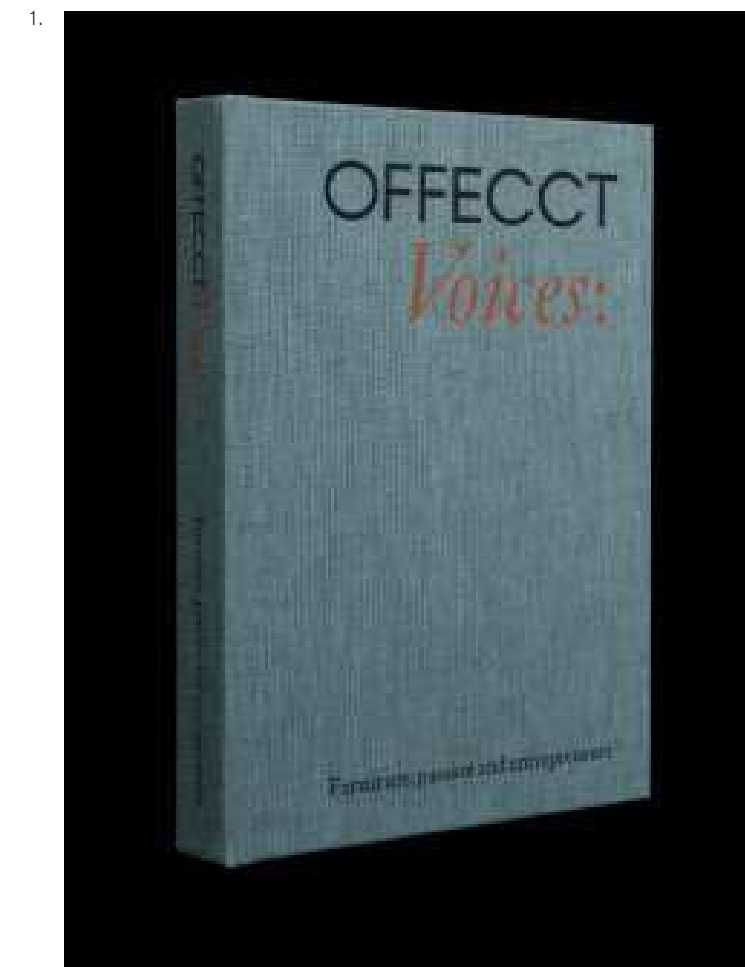
A look back at OFFECCT's 20 years in the industry brings to life the tumultuous design history of the past decades, captured between elegant covers.

Covering 20 years & 242 pages

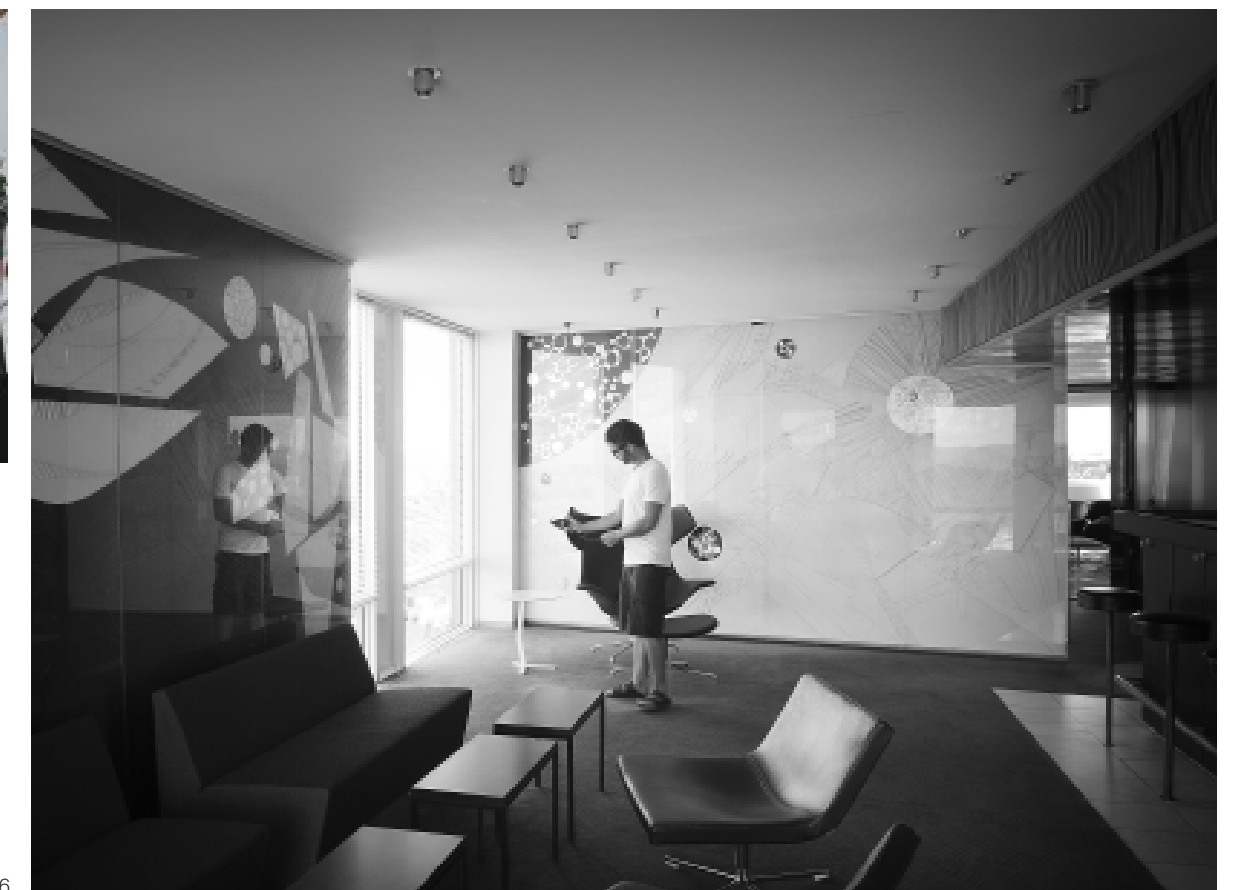
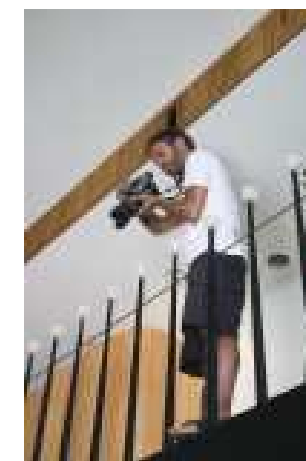
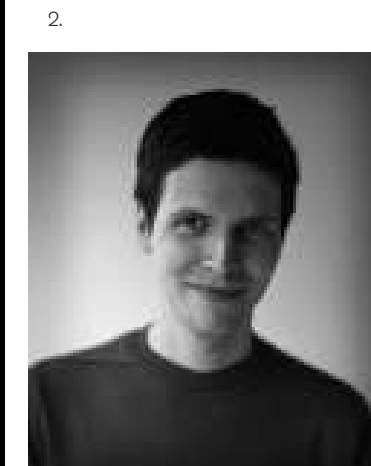
Text by Kristiina Kyander

With practically empty hands, the story begins. But the austerity is outweighed by equal measures of optimism and enthusiasm. It has now been over 20 years since the story began, which is an excellent reason to print, in the form of a book, a review of the past and an intense look at the present. The turquoise linen cover has a one-word title in contrasting, standout orange letters: *Voices*.

In a relaxed setting, over a good dinner with a glass of wine in hand, the real story begins to emerge – it is about the importance of having a vision, combined with the art of being responsive to the market.



1. The book printed and ready to meet its audience after thousands of working hours. The book project took more than one year to complete.
2. London based design writer Max Fraser was chosen to edit the book.
3. Book spreads all over the floor during the design process.
4. A dinner conversation between Kurt Tingdal, Anders Englund, Eero Koivisto and Max Fraser builds the foundation of the book. The event was documented by portrait photographer Knut Koivisto.
5-6. Nicho Södling in action at Wennergren Center in Stockholm, one of the shooting locations for the book.



OFFECCT *Voices:*



Book launch and retrospective exhibition at OFFECCT Showroom Stockholm, Torsgatan 13. February 9–12, 2011. Opening hours: Wednesday–Friday 12 pm–8 pm, Saturday 10 am–3 pm.

The voices are those of Kurt Tingdal and Anders Englund, the founders of this celebrated company, as well as the art director and designer Eero Koivisto, who has been a part of the company almost from the start. Their passion for telling the story is almost tangible, particularly when they describe how they moved past the desolate financial crash of the 1990's towards successful sales of furniture in over 40 countries. It was a feat made possible in part by the company's growing staff of internationally prominent designers. Guided by the fundamental, identity-shaping concept of "meeting places" they realized their vision by designing furniture for more creative meetings. Their redefinition of meeting places set the foundation of a business philosophy.

"The informal, easygoing conversation is the red thread winding through the book."

The voices around the table, talking about what happens when you realize your dreams and about the adventure of establishing a brand built on a strong business culture, provide all the elements of a gripping story, edited by Max Fraser. In some places in the book, on conspicuous bright yellow pages, he offers readers his own comments, adding depth to the story's context.

The informal, easygoing conversation is the red thread winding through the book. In a structure that is remarkably consistent, other voices are seamlessly woven into the story, in addition to a wealth of visual material – images photographed mainly by Nicho Södling and Knut Koivisto.

"It's not just about designing furniture, it's about creating an ideology," says Eero Koivisto regarding the company's business culture. Under his art direction, outside designers were invited to work with the company, which was unique in the 90's. The collaborative

model is borrowed from the typical Italian family-run company, defined by closeness and confidence between everyone involved.

"Designers and design are the strongest singular elements in OFFECCT's culture," Luca Nichetto says, praising the company's working model and pointing out that what is merely a trend for many companies is the essential business culture for OFFECCT. He goes on to describe the cooperation with OFFECCT during the creation of the chair Robo.

The people behind the designs also make guest appearances with their own words, identifiable on separate grey-colored pages. Karim Rashid talks about "Swedish sensibility" and commends OFFECCT for the "energetic, humorous and beautiful" qualities that comprise the essence of the brand. As readers, we can participate in the history and the thoughts behind Snowflakes and Flower, perfect examples of the playfulness and humor brought forth by one of the company's closest collaborators, Claesson Koivisto Rune.

Author and architecture journalist Bradley Quinn looks at OFFECCT from a broader perspective, giving the book substance and making it of general interest, especially with his article about the role Swedish furniture played in design history from the 1900's to the early 2000's.

In many ways, OFFECCT embodies the dramatic reinterpretation that Scandinavian design has experienced over the past 20 years. Design trends have shifted from elegant blonde furniture in flexible woods to more free colorful experiments in new materials, but it continues to remain rooted in minimalism. At the same time, the boundaries between public and private furniture have faded remarkably. Bradley Quinn sees this development as synonymous with OFFECCT, and Anders Englund has the final say, noting, "Things rock a little more with us." And the book's form, by Markus Moström and Olle W. Strähle, seems to signal that it's already time to talk about classics.

OFFECCT's sustainable update

With a holistic approach to environmental issues, OFFECCT takes a responsibility to create both a healthy workplace as well as a sustainable production, which is evident in the choice of materials, energy, transportation and logistics all throughout the product cycle.

During 2011 the Nordic Ecolabel, the Swan, will approve an additional number of OFFECCT's products.

OFFECCT is also certified in accordance with quality standard ISO 9001 as well as environmental standard ISO 14001.

Furthermore, other products will be approved by Swedish reference system Möbelfakta, for excellent performance within environment, quality and social responsibility.

To guarantee a sustainable production quality is of uttermost importance. Therefore OFFECCT works hard to continuously improve quality through an adherence to the Lean Production approach.

As part of OFFECCT's support of Children's Rainforest, an environmental non-profit organization, OFFECCT continues to buy rainforest in around the world. In January 2011 OFFECCT has, by the sales of the AMAZONAS table, helped to preserve 245.000 m² of rainforest in Central America. The area has now turned in to a national park.

In 2010 OFFECCT also supported a water purification project in Colombia, run by the Swedish charity organization Anchor Foundation.

During 2011 OFFECCT will work continuously to develop products from the Cradle-to-cradle approach. This is a way to Reuse, Reduce and Recycle material and products under Technical and Biological cycles. We are already offering fabrics that are certified according to the Cradle-to-cradle approach.

FLY, easy chair by Patrick Norguet and
AMAZONAS, tables by Eero Koivisto



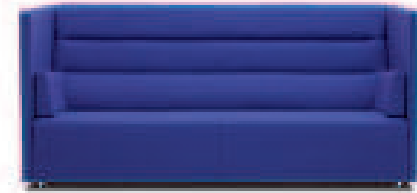
COLLECTION Sofas



EASY BLOCK
Jean-Marie Massaud



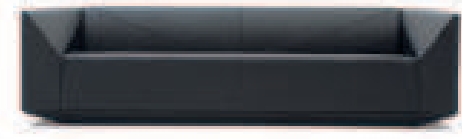
FLOAT
Eero Koivisto



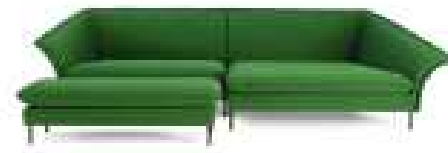
FLOAT HIGH
Eero Koivisto



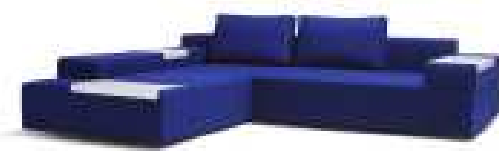
FLOAT HIGH LARGE
Eero Koivisto



GHOST
Eero Koivisto



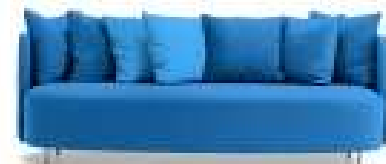
GRAND
Monica Förster New



GROW
Teruhiro Yanagihara



KING
Thomas Sandell



MINIMA
Claesson Koivisto Rune



MINIMA
Claesson Koivisto Rune



MINIMA
Claesson Koivisto Rune



NEMO
Eero Koivisto & Ola Rune



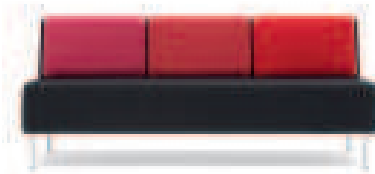
ORBIT
Eero Koivisto



ORGY
Karim Rashid



ORIGAMI
Carlos Tiscar New



PLAYBACK
Eero Koivisto



SMALLTOWN
Eero Koivisto

COLLECTION Easy Chairs



BOND
Jean-Marie Massaud



BOND
Jean-Marie Massaud



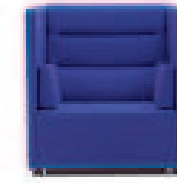
BOND HIGH
Jean-Marie Massaud New



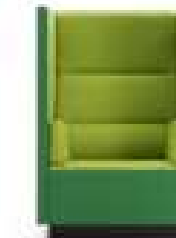
CLUB
Christophe Pillet New



FLOAT
Eero Koivisto



FLOAT HIGH
Eero Koivisto



FLOAT HIGH LARGE
Eero Koivisto



FLY
Patrick Norguet



GHOST
Eero Koivisto



MINIMA
Claesson Koivisto Rune



MONO LIGHT
Ola Rune



NEMO
Eero Koivisto & Ola Rune



ORBIT
Eero Koivisto



ORIGAMI
Carlos Tiscar



OYSTER HIGH
Michael Sodeau



OYSTER
Michael Sodeau



PAL
Claesson Koivisto Rune New



PAL
Claesson Koivisto Rune New



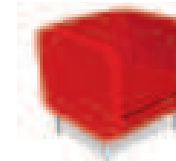
PALMA
Khodi Feiz



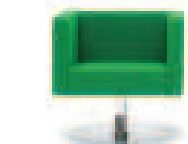
PALMA
Khodi Feiz



QUEEN
Olle Anderson



SMALLTOWN
Eero Koivisto



SOLICHAIR
Alfredo Häberli



SOLITAIRE
Alfredo Häberli



SPOON
Monica Förster



SPOON LOW
Monica Förster



TINTO
Claesson Koivisto Rune

COLLECTION *Chairs*



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



BOND XTRA LIGHT
Jean-Marie Massaud New



BOND XTRA LIGHT
Jean-Marie Massaud New



CANTI
Björn Dahlström New



CANTI
Björn Dahlström New



CANTI
Björn Dahlström



CORNFLAKE
Claesson Koivisto Rune



CORNFLAKE
Claesson Koivisto Rune



CORNFLAKE
Claesson Koivisto Rune



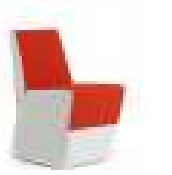
CORNFLAKE
Claesson Koivisto Rune



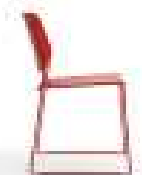
DUO
Patrick Norguet New



DUO
Patrick Norguet New



KING
Thomas Sandell



LITE
Broberg & Ridderstråle New



LITE
Broberg & Ridderstråle New



LOUIS IX
Carlos Tiscar



LOUIS IX
Carlos Tiscar



MOD
Monica Förster



MOD
Monica Förster



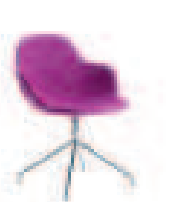
MONO LIGHT
Ola Rune



MONO LIGHT
Ola Rune



MONO LIGHT
Ola Rune



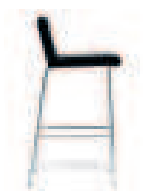
PALMA MEETING
Khodi Feiz



PALMA MEETING
Khodi Feiz



ROBO
Luca Nichetto



COOL
Olle Anderson



QUICK
Olle Anderson



QUICK
Olle Anderson



QUILT
Olle Anderson



TOFFEE
Eero Koivisto

COLLECTION *Tables*



AMAZONAS
Eero Koivisto



BASIC
OFFECCT Design Studio



BIRD
Broberg & Ridderstråle



BOND
Jean-Marie Massaud



BOND
Jean-Marie Massaud



BOND XL
Jean-Marie Massaud



CORNFLAKE
Claesson Koivisto Rune



CORNFLAKE
Claesson Koivisto Rune



CORNFLAKE
Claesson Koivisto Rune



CORNFLAKE
Claesson Koivisto Rune



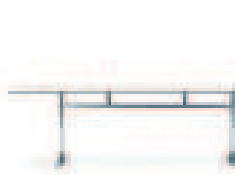
DROPLET
Ingunn Eikeland Bjørkelo



ETAGE
Claesson Koivisto Rune



GRIP
Satyendra Pakhalé



PROPELLER
Eero Koivisto



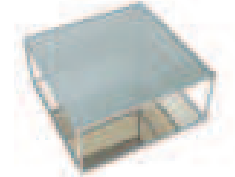
PROPELLER
Eero Koivisto



SHELF
Claesson Koivisto Rune New



SNOWFLAKES
Claesson Koivisto Rune



VERTIGO
Eero Koivisto



WINDOW
Eero Koivisto



WINDOW MAGAZINE
Eero Koivisto New

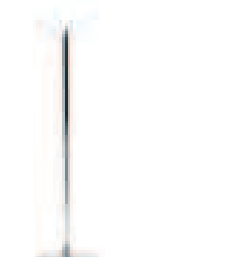
COLLECTION *Additional*



FLOWER
Eero Koivisto



PICK UP
Alfredo Häberli



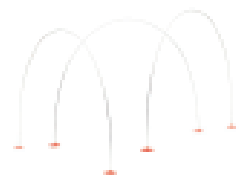
K-LINE
Khodi Feiz



K-LINE
Khodi Feiz



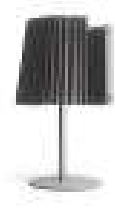
CLOUD
Monica Förster



FOREST
Katrin Greiling



SPINNAKER
Beat Karrer



SMALLTALK
Stefan Sjölander & Pierre Sindre / CREO New

OFFECCT *Soundwave*



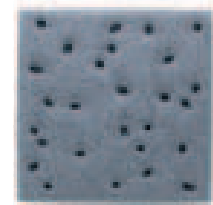
SOUNDWAVE® Botanic New
Mario Ruiz



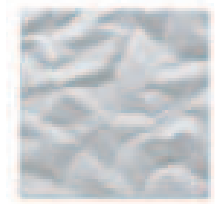
SOUNDWAVE® Flo
Karim Rashid



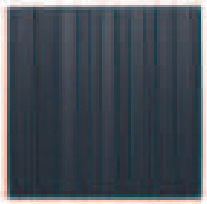
SOUNDWAVE® Geo
Ineke Hans



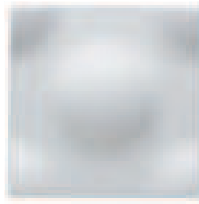
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Teppo Asikainen



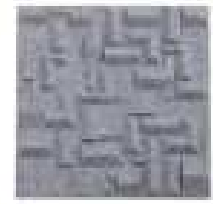
SOUNDWAVE® Scrunch
Teppo Asikainen



SOUNDWAVE® Skyline
Marre Moerel



SOUNDWAVE® Swell
Teppo Asikainen



SOUNDWAVE® Village
Claesson Koivisto Rune

OFFECCT *Oasis*



GREEN ISLANDS New
Jean-Marie Massaud



GREEN PEDESTALS New
Front



GREEN PADS New
Luca Nichetto



GREEN TRAYS New
Claesson Koivisto Rune



WINDOW PLANTER New
Eero Koivisto



GRIP VASE New
Satyendra Pakhalé

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OFFECCT

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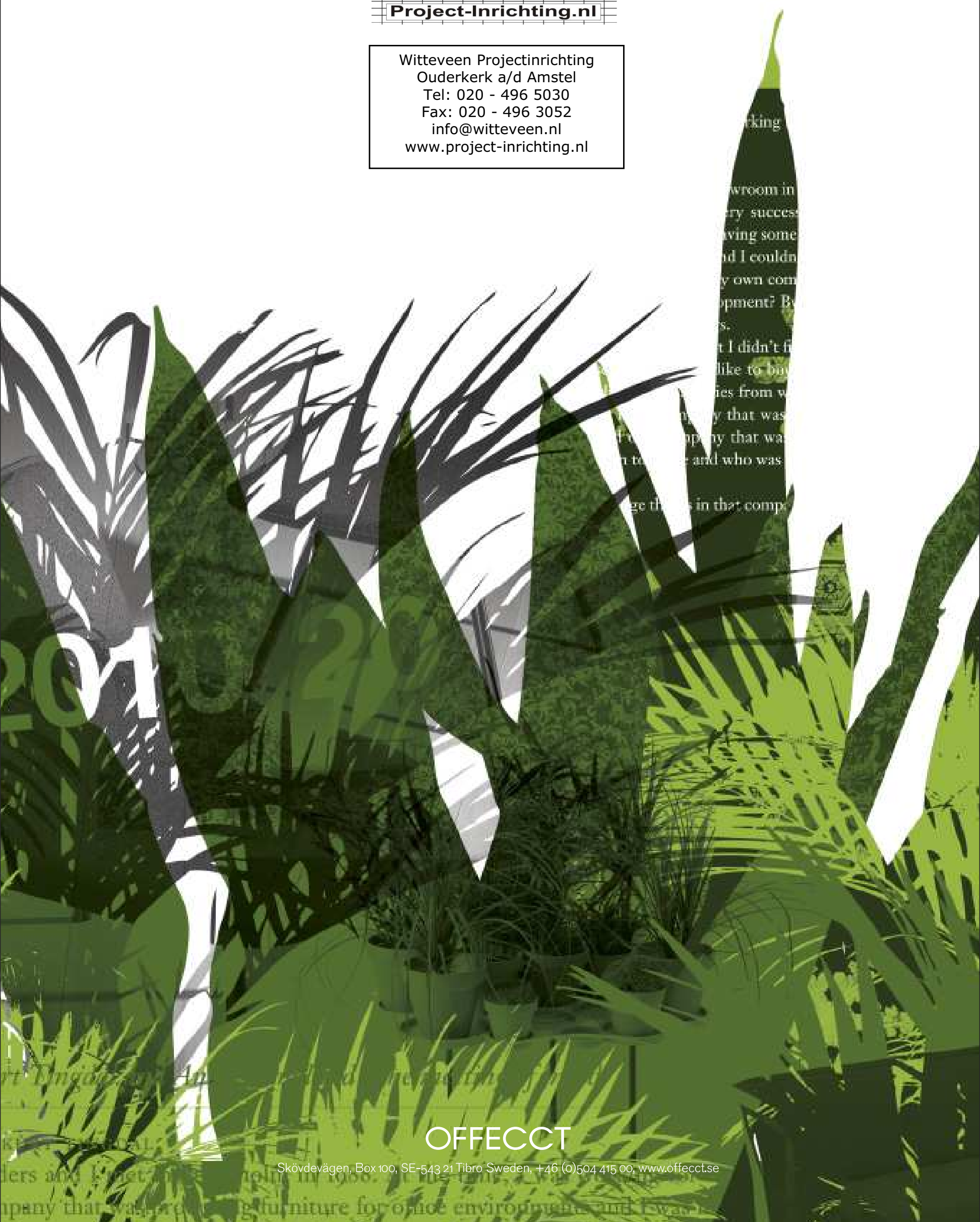
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