

## **EFG IS PRESENTING A NEW SOFA SYSTEM BY FRONT AT THE STOCKHOLM FURNITURE FAIR 2023: "BOLDLY DESIGNED ORI OCCUPIES THE BORDERLAND BETWEEN HOME AND OFFICE"**

EFG is presenting the Ori sofa system designed by internationally acclaimed Front. Ori will be presented for the first time at the EFG stand at the Stockholm Furniture Fair, 7–11 February.

Together with Front, EFG has created a decorative sofa system where both comfort and aesthetics invite people to take a seat. The aim was to create a sofa for the borderland between home and office from which the sofa's occupants could work for long periods. Ori meets the need for well-designed, comfortable furniture for tomorrow's office by combining form and function. EFG will be presenting Ori in collaboration with Front at the Stockholm Furniture Fair 7–11 February.

Internationally successful Front has an experimental style and often creates furniture and design objects that tell the story about the design process or the material. Experimenting with the visual is something the design studio brought to the collaboration with EFG and the creation of Ori. Geometry and origami are the inspiration behind the pleated structure, the lines of its back and the drapery along the end pieces, which together with the recessed wooden base form the overall impression.

"The idea was to create a decorative sofa as a stand-alone piece, but which can also be built in many different versions. In the beginning of the design process, we explored models using folded paper. The models then developed into a sofa with organic shapes and pleated embellishments", says Anna Lindgren, designer at Front.

This unique design expression makes Ori an excellent centrepiece that attracts attention and enhances its surroundings. What's more, the modular cassette system makes it easy to create a sofa to suit any setting.

"There is an increasing need today for offices with a drawing room ambience and furniture for both work and meetings. Ori is a sofa with excellent comfort whose unique character complements our range of modular seating", says Andreas Mattisson, Manager Product Development at EFG.

Stockholm Furniture Fair is the world's biggest meeting place for Scandinavian design, and it brings together the best in furniture for homes and public spaces. Ori will be presented in EFG's stand C10:43 7–11 February and will be available for purchase from June 2023.

### **In brief**

- Designed by Front
- Meets the need for well-designed furniture
- Modular cassette system
- Unique expression and high comfort
- Designed for both offices and lounges
- 5 × modules
- Available in a choice of fabrics
- Sales begin June 2023

**ABOUT EFG**

The Swedish furniture company EFG has been producing high-quality, durable furniture for more than 135 years. EFG upholds form and function in our Scandinavian heritage and creates smart interior solutions that encourage people to work, meet and socialise. By designing flexible, long-lasting products, EFG drives the development of recyclable furniture and creates beloved products that are designed to last and be cherished. In line with EFG's design philosophy, the products feature a layer-by-layer design that allows components and upholstery to be replaced and repaired, making them easy to update over time. Read more at [www.efg.se/en](http://www.efg.se/en).

**ABOUT FRONT**

Front, the internationally successful design studio, was founded in 2004 and is based in Stockholm. The design studio bases its work on joint deliberations and is happy to play with visual effects that tell the story of the design process or the material. Front has received such honours as the Designer of the Future Award, Designer of the Year Award and Interior Innovation Award. Their works have been exhibited at Nationalmuseum in Sweden, MoMA, the Victoria & Albert Museum and the Pompidou Centre. Read more at [www.frontdesign.se](http://www.frontdesign.se).

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