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# OFFECCT *News*

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All the furniture news, fit to print

PART TWO 2010

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CHRISTOPHE PILLET : SALONE INTERNAZIONALE DEL MOBILE 2010 : THE OFFECCT COLLECTION 2010  
SNOWFLAKES BY CLAESSON KOIVISTO RUNE : OFFECCT GETS SOCIAL : RED DOT DESIGN AWARD WINNERS



**STOCKHOLM FURNITURE FAIR 2010**

The year 2009 was very important for OFFECCT, with substantial growth on a market affected by financial crisis and global recession.



2010 opened up with a successful participation as OFFECCT was identified as one of the major players at this year's edition of the Stockholm Furniture Fair. This year's fair was bigger than ever before, with around 780 exhibitors in an area covering approximately 40,000 square metres. Visitors, exhibitors and media representatives shared the same feeling of a very positive atmosphere.

**LUCA NICHETTO EXHIBITION**

OFFECCT opened up Stockholm Design Week with a special exhibition of Luca Nichetto's designs in the company's showroom in Stockholm city. The opening ceremony was well attended with numerous representatives from international and Swedish media. New this year was the distribution of press material by means of a USB flash drive, designed by Claesson Koivisto Rune.



**THE NEW COLLECTION ON SHOW**

OFFECCT's participation gained a lot of media attention. The Robo chair designed by Luca Nichetto was covered in detail in traditional as well as social media around the world. The Robo chair has a unique look with separated seat and legs. One way to describe the Robo is to think of a Meccano set that can be built on site.



The Snowflakes table by Claesson Koivisto Rune got a lot of attention from media and visitors alike, not least due to the advanced computer aided production method where every table produced is unique. Just as snowflakes, every single Snowflakes table is "a masterpiece of design and no one design ever repeated" to lend the words from photographer – and inspirer – Wilson Bentley. Snowflakes was in fact singled out as one of the favourites of the 2010 edition of the Stockholm Furniture Fair. *Read more on page 32*



OFFECCT launched an impressive number of new products including the aforementioned Robo chair and Snowflakes table,

the Canti chair by Björn Dahlström, the Droplet table by Ingunn Eikeland Bjørkelo, the Fly chair by Patrick Norguet, the Minima soft furniture series by Claesson Koivisto Rune, the Mod chair by Monica Förster, the Origami wing chair by Carlos Tiscar, and the sound-absorbing wall panel Soundwave Geo by Ineke Hans. *Read more on page 6*

**DESIGN AWARD WINNERS**

The lounge chair Fly, designed by Patrick Norguet, and the acoustic panel Soundwave Geo designed by Ineke Hans have both received the distinguished Red Dot Design Award for 2010.



**reddot design award winner 2010**

Each year since 1955, the Design Zentrum Nordrhein Westfalen has rewarded outstanding design with its famous dot. The Red Dot Design Award is considered one of the world's largest and most renowned design competitions in the world.



An international jury of experts scrutinizes and evaluates the entries based on a number of criteria such as innovation, function, form, sustainable design, ecology and how the product fits into its context.

Fly and Geo, two of OFFECCT's new products for 2010, surpassed the criteria on every point, and have now been honored with the prestigious Red Dot Design Award.

Milan, Italy. Meet our new designs at Salone Internazionale del Mobile and greet the newest addition to our family; the stunning easy chair Club, by Christophe Pillet.

# *Introducing Club*

**CLUB** by Christophe Pillet

*"I'm interested in working with the minimum structure as possible, using the minimum material as possible but not to have a reduced image or emotion."*

*/Christophe Pillet*

Club consists of a simple, curved steel construction covered with tension fabric, giving the easy chair its ingenious shape, comfort and function.



# New additions

February 9–12, 2010 brought us the 59th edition of Stockholm Furniture Fair. OFFECCT was proud to present nine brand new additions to their ever growing design collection.

**CANTI** by Björn Dahlström



*“When developing Canti we focused a lot on comfort without losing the aesthetics or stackability.”*  
/Björn Dahlström

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.”*  
/Luca Nichetto

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.”*  
/Patrick Norguet

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”*  
/Ineke Hans

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.

**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!”*  
/Eero Koivisto

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.

**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.”*  
/Monica Förster

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

**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.”*  
/Carlos Tiscar

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.

**DROPLET** by Ingunn Eikeland Bjørkelo



*“With a clear and simple character, this design finds inspiration from the oceanfront setting of Bergen, Norway.”  
/Ingunn Eikeland Bjørkelo*

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

**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!”  
/Eero Koivisto*

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

# *Christophe Pillet*

Text by Max Fraser

He claims to have started his career in design by accident. Today, he runs a successful multi-disciplinary design studio in Paris.

Christophe Pillet talks about the enjoyment of discovery, the reduction of materiality and the contamination of technology in relation to his first chair project for OFFECCT.



*“I don’t think I would enjoy my job if I was a specialist of only one thing.”*

“I came into design very casually,” states French designer Christophe Pillet, “I was not supposed to be a designer – I wanted to be a musician.” Pillet still aligns himself to the world of music, despite having run his own design studio in Paris for over sixteen years. “I’m not sure if its really a studio,” he muses. “It’s more like a rock band of people making music together.” Well, whichever analogy you use, his rock band is chart-topping.

Pillet shrugs off his successes with a certain humbleness and modesty which is typical of someone of his talent. On completing his studies in Paris and Milan in the 80’s, the designer gained valuable professional experience working for the mighty Philippe Starck until 1993. “I decided to quit and one morning I was at home with a piece of paper and a pencil.” Before long, his work output had evolved to include a huge variety of projects within our three-dimensional materialscape, from small accessory items, packaging, watches, glasses, lighting and furniture to complete interior schemes, retail environments, and hotels.

This multi-disciplinary approach keeps a sense of excitement alive for the 51-year-old. “I don’t think I would enjoy my job if I was a specialist of only one thing.” He declares, “I like discovering – not to be an expert on something keeps me challenged and this is very exciting.”

And so the challenges continued with his first project in Sweden – the Club chair for OFFECCT. Pillet refers to the chair as being

‘almost normal’, taking the existing typology of a club chair as the reference point. “We wanted to challenge the ideas of value and comfort that are generally rooted in the bourgeois philosophy of contract furniture,” recalls the designer. “Can we make something that could be, in terms of materials and structure, very alternative and very minimal?”

It is not so much the shape of the chair that is minimal. Instead, Pillet is referring to the lightness of the structure, which is devoid of the heavy materials traditionally used in furniture construction. The structure is made up of bent wire over which fabric is stretched to give the chair its inherent shape, comfort and functionality. Pillet likens it to camping and the structural principles of tent construction.

The designer has managed to get rid of the bulky weight of the archetypal club chair without compromising on the comfort. “Usually you have big upholstery that takes a long time to make, uses a lot of foam, a lot of stitching,





*“The work is maybe closer to clothes or fashion rather than furniture.”*

and a lot of finishing. Here, I integrated small cushions, almost like the padding of a motorcycle jacket, to create the comfort.”

Reminiscing on the development of the chair, the designer speaks with enthusiasm about his direction with OFFECCT as they jointly explore new ways of constructing furniture. “I’m interested in working with the minimum structure as possible, using the minimum material as possible but not to have a reduced image or emotion. It’s not just about saving for the sake of saving – it’s about saving in order to introduce new technology and a new way of building a chair or product.” He pauses, “The work is maybe closer to clothes or fashion rather than furniture.”

Pillet enjoys to work this way – taking inspiration from other industries and importing external technologies to make something new, a process he refers to as “the contamination of technology.” Speaking of his working relationship with OFFECCT, he considers, “there is a very strong focus on pushing new ideas, new technologies, and new concepts... not only making one more shape or one more design. Companies focussing like this are not something you find easily.”

And he should know. Over the years, Pillet has built up an extensive international client base, within the context of which he speaks fondly of Sweden. “The Swedish are concentrated on the ideological stuff which is not the case in France or in Italy where people are more concentrated on image, on fashion, and on being trendy in the market,” he states.

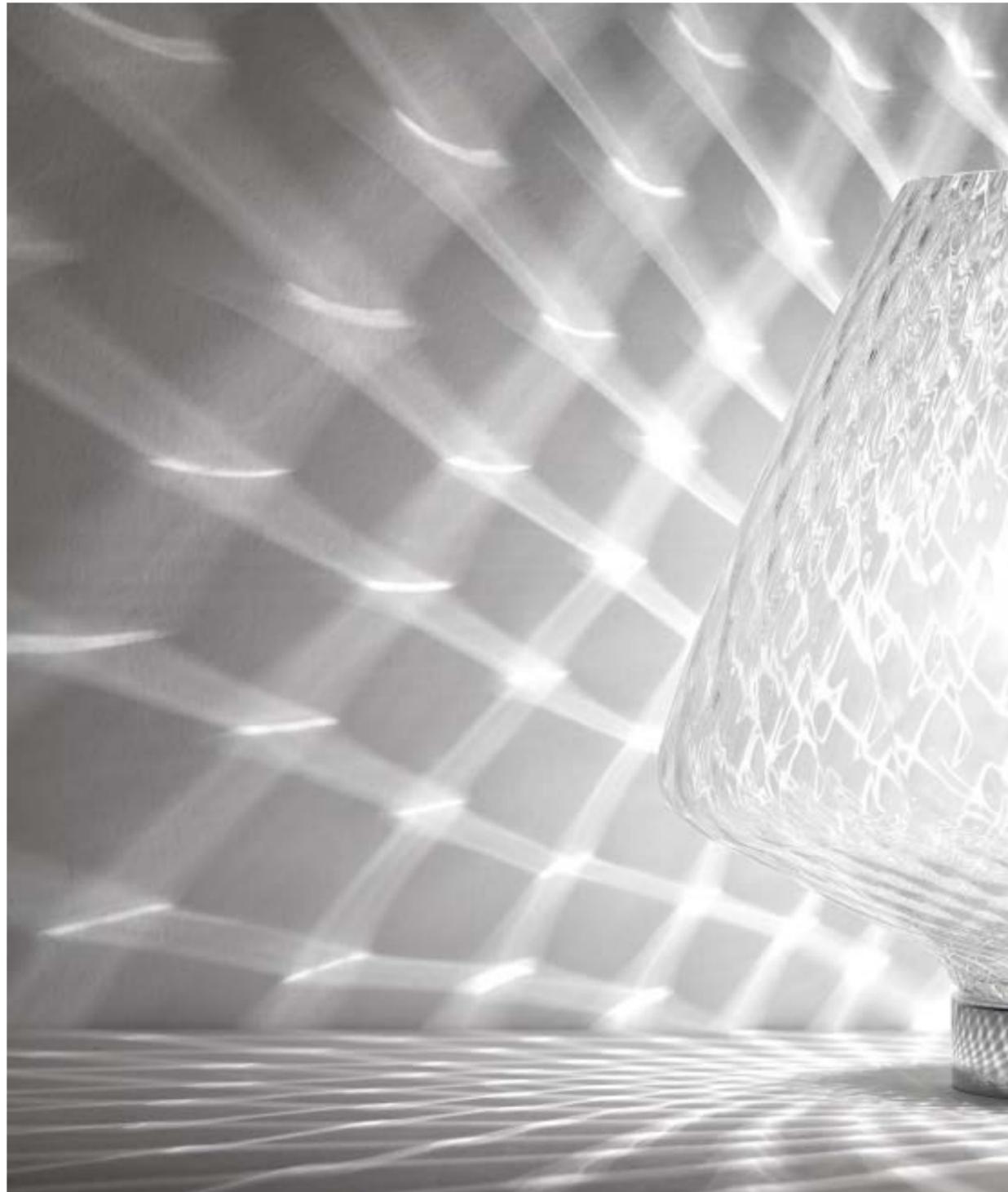
One senses that trends are not important to the designer, claiming, “I just look around me and see what could be better, what is useless, and what is missing.” For Pillet, pleasure is derived from finding the right solutions and from the process of creation. His modesty resurfaces, “I’m not the kind of guy who thinks I am going to change the world.” He finishes by saying, “I’m just visiting this country of design and I’m doing it with a lot of curiosity.”



**CHRISTOPHE PILLET GRADUATED** from the Decorative Arts School in Nice in 1985 and followed with a graduation at the Master of Domus Academy, Milano, in 1986. Since 1993 he has been working independently within the fields of product and furniture design, interior decoration, architecture, scenography and artistic direction. His designs have been displayed on collective exhibitions all over the world but also on unique solo exhibitions in Paris, Tokyo, Osaka and Singapore.

Christophe Pillet works for various companies, such as Cappellini, Daum, JC Decaux, Triade, Ecart International, L'Oréal, Lacoste, Moroso, Porro, Renault, Serralunga, Shiseido, Shu Uemura, Veuve Clicquot Ponsardin, Whirlpool.

FORME, Table lamp, MAZZEGA, 2008



LOUIS XIII, Contemporary set, REMY MARTIN, 2008

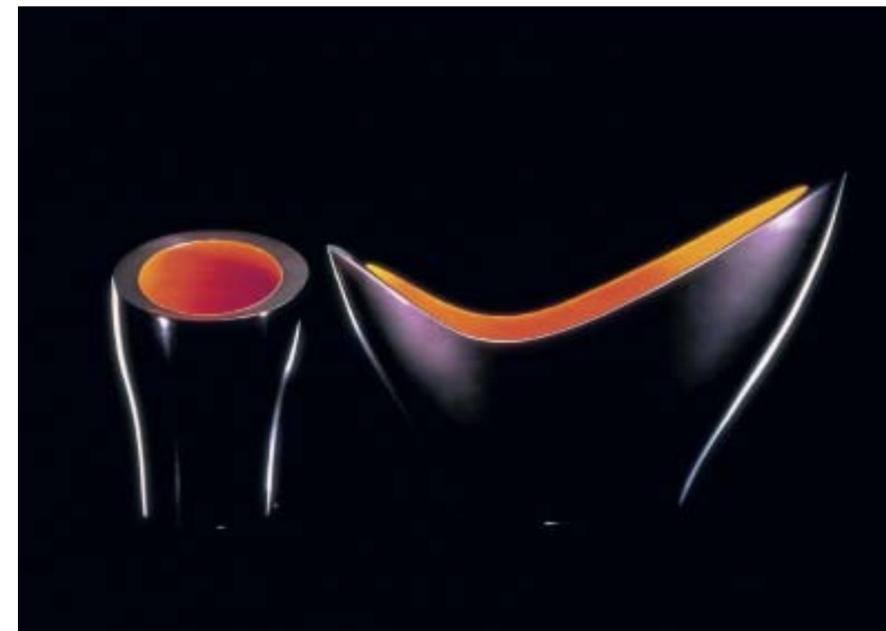


SILVER, Vase, 2010



Luggage Collection, LACOSTE, 2007

Champagne buckets, VEUVE CLICQUOT, 2004



Watch, LACOSTE, 2008

## SHANGHAI EXPO 2010

The Shanghai Expo 2010 is scheduled in China from May 1 – October 31. During these six months, an estimated 70 million people are expected to visit the exhibition, 95% of whom are Chinese. Thus far, a total of 228 countries and international organizations have registered to participate. OFFECCT is an official sponsor for Sweden's participation and a number of their products can be seen at the Swedish Pavilion. There is steadily increasing interest in OFFECCT's products in Asia, and therefore it is both positive and exciting for us to be seen in this arena.



The Swedish pavilion, created by architects from Sweco, is a temporary building inspired by the point where urban environment meets natural surroundings, and the inspiration that arises during this encounter. The pavilion is situated in the European quarter, and is flanked by buildings from the other Nordic countries.



The Swedish Pavilion is 3000 m<sup>2</sup>, and will house the Swedish exhibition, which will take up half the space. It is here OFFECCT will showcase the mobile meeting room Cloud, designed by Monica Förster, the lounge chair Palma designed by Khodi Feiz, and the Amazonas table series designed by Eero Koivisto. The theme for the Swedish exhibition is:

“Sweden - Spirit of Innovation”, and its overall themes are innovation, sustainability and communication. OFFECCT's exhibition is intended to show that Sweden is one of the world's most innovative countries, and is a place where the city, nature and people develop together.

### WEB-BASED 3-D TOOL

For the past few years, OFFECCT has offered a web-based 3-D tool, intended to both inspire customers and support the sales process. Thanks to the 3-D tool, it is simpler for customers, retailers and sales-people within the company to create a vision of what they want, and thus facilitate the decision process. The 3-D tool has also proven to be very helpful when integrated into presentations.



Together with OFFECCT, Eero Koivisto has developed the environments used in the 3-D tool. He has selected the furniture and its placement, in addition to developing the colors and materials available. The tool is being constantly improved and this year OFFECCT is proud to be able to introduce a lounge room through the 3-D tool.

### OFFECCT GETS SOCIAL

In accordance with this year's Stockholm Furniture Fair OFFECCT launched its new blog. The launch is part of a comprehensive and long-term ambition from OFFECCT's side to take part in conversations taking place on the internet, where the OFFECCT blog is the nucleus complemented by corporate Twitter and Facebook accounts. The OFFECCT blog will cover the daily developments of the company, and supply inside information about new – as well as classical – designs. By using the potential in social media, the blog will give some insights in the design process. For example, the video that inspired Luca Nichetto to design the Robo chair was embedded in a blog post dedicated to Robo.



OFFECCT initiates and follows research about the workplace, interiors and developments in our meeting culture. Findings from this research influence OFFECCT's design process, and the blog will be used to share insights about how we are going to work, communicate and meet in the future.

OFFECCT has a strong environmental commitment, where ecological values are implemented in all aspects of the sustainable product development cycle. In order to make this possible the developments in sustainability are closely monitored. OFFECCT believes that the environment will profit from an open discussion, and will therefore use the blog to share insights and thoughts about sustainability with a wider audience.

Furniture fairs and other events have always been very important for OFFECCT. These events will be covered in the blog, both before as well as during the events. Currently countdowns to both the Salone Internazionale del Mobile in Milan and the World Expo in Shanghai are being published.

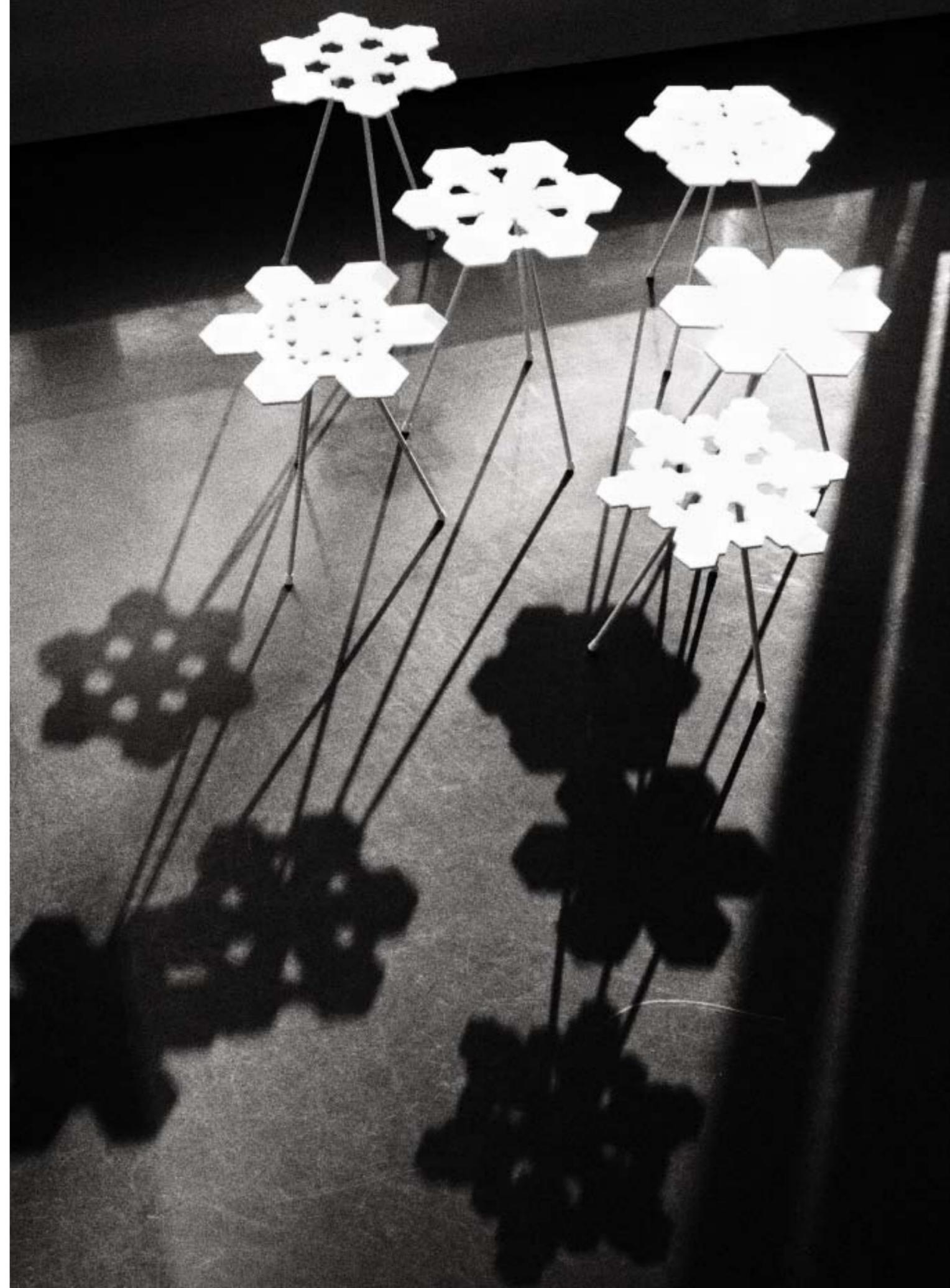
Social media is about sharing and communicating. OFFECCT will share information about designs, designers, research, sustainability and events. But the ambition is also to listen and to communicate. OFFECCT are therefore continuously identifying and following interesting and important bloggers, portals and other web resources, and will initiate communication over time.



# *A table with a feeling for snow*

Text by Richard Sigray

At this year's Salone Internazionale del Mobile in Milan, OFFECCT will display the new table Snowflakes, designed by the architectural office Claesson Koivisto Rune. Snowflakes may be mass-produced but every individual table has its unique design.





Claesson Koivisto Rune has developed a computer program that controls the fraising machine that produces the table tops. Just as with snowflakes, every Snowflakes table is unique.

“The tables may be decorative but it’s really a matter of mathematics. The structure of every snowflake, just as of our table, is based on a geometric shape that is repeated six times. According to our calculations it would be possible to produce a billion tables, all of which will be different,” Eero Koivisto says.

Common to all Snowflakes tables is that they have the same diameter and a central point in which the three legs converge. The table top is made of Corian – a composite material that is both durable and light. Snowflakes comes in three different heights, which makes it possible to combine the tables into groups.

It all started some years ago when Eero Koivisto saw an exhibition by then 19th century photographer Wilson Bentley. “He photographed snow crystals for 46 years! I was bowled over by his work and immersed myself in a book that he published in 1931, comprising

images of 2,000 different snowflakes. There is something fascinating about the brittleness and transitoriness of snowflakes,” Koivisto says.

The book was inspiring and eventually the idea of producing a table based on the snowflake’s six-armed structure arose. In collaboration with OFFECCT, Claesson Koivisto Rune began exploring the possibility of mass-producing a piece of furniture where every unit is different. For almost a year they developed a production method and tested various materials.

Like much of Claesson Koivisto Rune’s furniture, Snowflakes interacts in a tangible way with the surrounding space. Directly illuminated, the table creates a snowflake-shaped shadow on the floor below. “We have always been interested in geometry and systems – how things are related. It is apparent in a lot of our furniture. I think it has to do with the fact that we are architects. When we design a piece of furniture, we do so for a fictitious, imagined space,” Eero Koivisto concludes.



**BOND XL**  
Table  
Jean-Marie Massaud



**CANTI**  
Chair  
Björn Dahlström



**CLUB**  
Easy chair  
Christophe Pillet



**DROPLET**  
Table  
Ingunn Eikeland Bjørkelo



**FLY**  
Easy chair  
Patrick Norguet



**MINIMA**  
Sofa  
Claesson Koivisto Rune



**MINIMA**  
Chaise longue  
Claesson Koivisto Rune



**MOD**  
Arm chair  
Monica Förster



**MOD**  
Chair  
Monica Förster



**ORIGAMI**  
Easy chair and footstool  
Carlos Tiscar



**OYSTER**  
Footstool  
Michael Sodeau



**ROBO**  
Chair  
Luca Nichetto



**SNOWFLAKES**  
Tables  
Claesson Koivisto Rune



**SOUNDWAVE® GEO**  
Acoustic panel  
Ineke Hans



**SPOON**  
Footstool  
Monica Förster

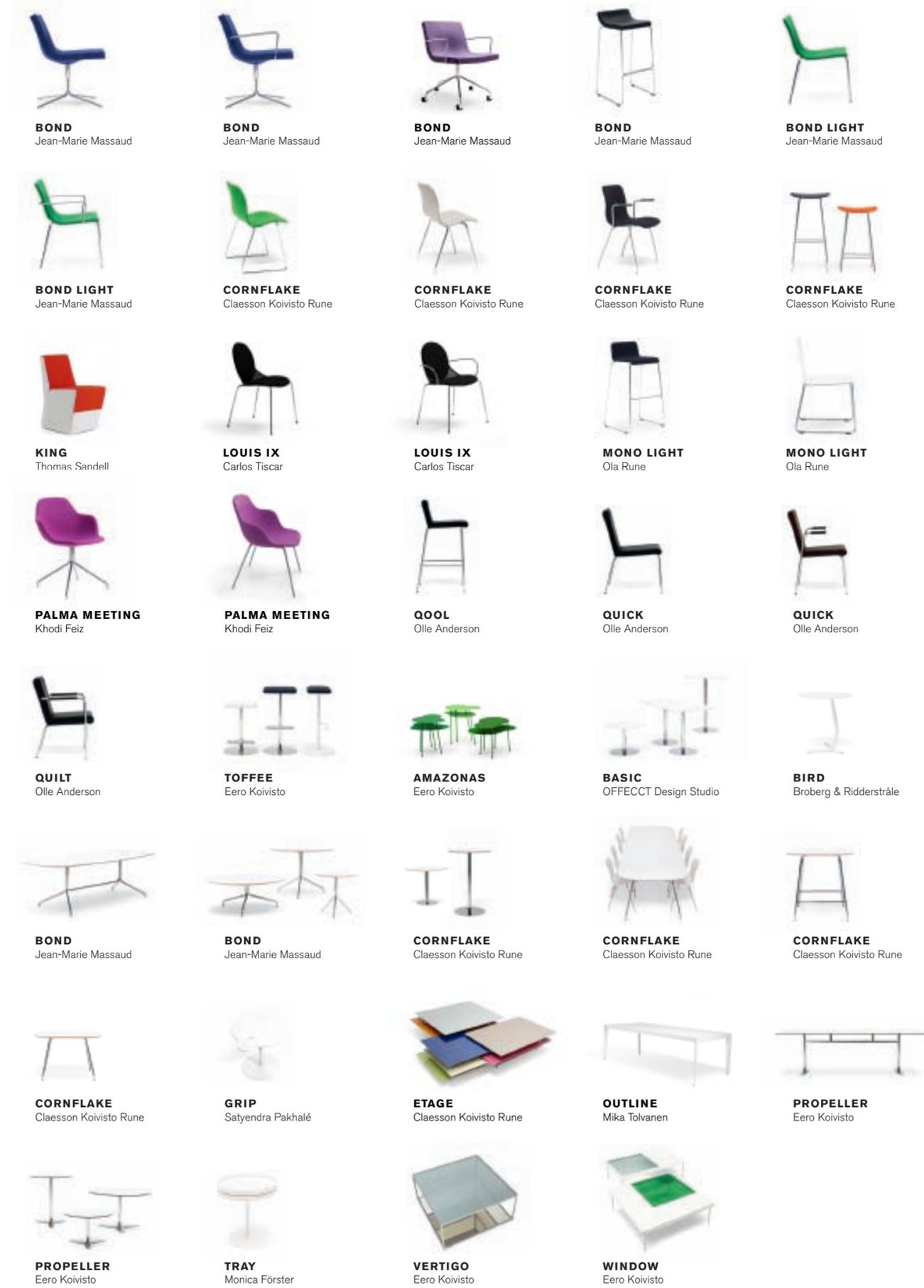


**MINIMA**  
Easy chair  
Claesson Koivisto Rune



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

OFFECCT Collection





**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



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Stockholm Furniture Fair  
Stockholm, Sweden  
8–12 February 2011

Salone Internazionale del Mobile  
Milan, Italy  
12–17 April 2011

OFFECCT

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**www.offecct.se**

Find out more about upcoming events, new products and our designers at our website. During the Salone Internazionale del Mobile you can also follow our activities on a daily basis at [blog.offecct.se](http://blog.offecct.se).

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