



## Upgraded design from Offecct.

## Offecct is constantly developing its furniture based on market demand,

from both a sustainability and a design perspective, all according to our philosophy Lifecircle. Needs change constantly in a world where the line between work and rest, public and private is increasingly blurred.

### Contact

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Images access: [www.offecct.com/press](http://www.offecct.com/press)

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### About Offecct

Offecct AB is a Swedish entrepreneur-led company with its headquarters and production in Tibro, Sweden. The company was founded in 1990 by Kurt Tingdal (CEO) and Anders Englund (Design Manager). They are both still actively involved in the company. The Group has 75 employees and a target for 2018 of SEK 188 million. 50% of all sales comprise exports to more than 50 countries. Our business is run in our own production which have a total area of around 20,000 m<sup>2</sup>. The company has showrooms in Stockholm, Gothenburg and Tibro (Sweden), Oslo (Norway), Copenhagen (Denmark), Milan (Italy), London (UK), Rotterdam (NL). Offecct is, since May 2017, a part of the Flokk Group, an international group focusing on design and development of furniture for working places.



## Lowroom Ineke Hans.

### Ineke Hans

Hans uses old and new production methods in unconventional ways and is inspired by human behavior and values which leads to thoughtful and playful expressions. Ineke Hans was born 1966 and has studied at the Royal College of Art in London. Hans has since 1998, her own design studio in the city of Arnhem in Holland where she works with a wide range of projects such as furniture, product design and jewelry. Hans uses old and new production methods in unconventional ways and is inspired by human behavior and values which leads to thoughtful and playful expressions. Ineke Hans has won several awards, among them Red Dot Award, Design Plus Award and was the Guest of Honour at Stockholm Furniture Fair 2009.



## Upgrade I: Lowroom by Ineke Hans. Modular sofa with a low back.

Ineke Hans, award-winning designer and Professor of Design in Social Context at the Universität der Künste in Berlin, attracted attention in 2012 when she, together with Offecct, launched Smallroom, a furniture system that helped architects create inclusive meeting islands in open-plan offices. Lowroom is now being launched, with a lower back on both the sofa and the armchair.

Read more about Ineke Hans and Offecct at <https://www.offecct.com/designers>.

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## Palma Meeting Khodi Feiz.

### Khodi Feiz

Feiz is inspired by three concepts in his designs: Clarity, Concept, and Context, which runs as a red thread through his design and results in a clear design language, strong concept and adaptability to different settings. Khodi Feiz was born in Iran and has a degree in industrial design from the Syracuse University in the USA. In 1990 Khodi Feiz moved to Holland and started to work for Philips Design until 1998, when he founded his own design bureau with his wife, Anneko Feiz van Dorssen. The company is based in Amsterdam and works primarily with product and furniture design as well as graphic and strategic design. Feiz is inspired by three concepts in his designs: Clarity, Concept, and Context, which runs as a red thread through his design and results in a clear design language, strong concept and adaptability to different settings. Khodi Feiz has been awarded several awards like the Good Design Award, the Red Dot Award, the Accenture Innovation Award and the Game of the Year Award, to mention a few.



## Upgrade II: Palma Meeting by Khodi Feiz. New pattern in Offecct Selected Patterns.

Ten years ago, Iranian born designer Khodi Feiz, based in Amsterdam, launched the Palma armchair, followed by the Palma Meeting chair for Offecct. Both were successful. From February 2018, Palma Meeting is available with a new type of upholstery and comes in a brand-new pattern from Offecct Selected Patterns - DOT. Read more about Khodi Feiz and Offecct at <https://www.offecct.com/designers>.

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## On Point Mattias Stenberg.

## Upgrade III: On Point by Mattias Stenberg. Two new heights.

Stockholm based designer and architect Mattias Stenberg has, together with Offecct, created various “creative hubs” in recent years. Components were the CarryOn stool and the On Point table – which in the middle of the table top can be endowed with a live tree. Now the table is being launched in two new heights – On Point High and Medium. (At the same time at Stockholm Furniture & Light Fair, the discreet Move On stool is being launched, which corresponds with On Point high and medium.

### Mattias Stenberg

Mattias Stenberg, born 1975, is a Swedish designer with a degree from the Royal Institute of Technology in Stockholm. In 2010 he founded his studio Vision A&D that focuses on contemporary architecture and design. Stenberg's design philosophy stands on three pillars: clarity in concept, form and material. Stenberg's architectural work affects the way he works with furniture and lighting, and he himself describes his furniture as “mini architecture.”



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