

**EFG showcases the new sofa system Ori in collaboration with Front at Designers' Saturday:
"BOLDLY DESIGNED ORI OCCUPIES THE BORDERLAND BETWEEN HOME AND OFFICE"**

During Designers' Saturday on 8th-10th September, EFG will be showcasing the Ori sofa system, designed by internationally acclaimed Front, at Input Interior's showroom in Studio Skøi, Oslo.

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. During Designers' Saturday, EFG showcases Ori at Input Interior's showroom in Studio Skøi, located at Drammensveien 120/130.

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 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.

IN BRIEF

- Designed by Front
- Meets the need for well-designed furniture
- Modular system
- Unique expression and high comfort
- Designed for both offices and lounges
- Available with electrical accessories and table
- 7 modules and 2 fixed sofas
- Available in a choice of fabrics
- Sales begin June 2023



ABOUT EFG

With its roots in Scandinavian design, Swedish furniture company EFG has been manufacturing high quality, sustainable furniture for more than 135 years. EFG creates interior solutions for tomorrow's work and meetings in collaboration with studios and designers like FRONT, Form Us With Love, Olle Lundberg and Carl Öjerstam. Through a design process based on flexibility and long product life, EFG drives the development of recyclable furniture that is designed to last and be cherished. The products feature a layer-by-layer design that enable the replacement and repair of components and upholstery, making them easy to update over time.

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.

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