

News 2022



OFFECCT

Furniture with a mission.

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## **Furniture with a mission.**

“Offecct is a design company that is not only passionate about how its products look, but perhaps even more about what they mean. What deeper significance do they have and what do they bring to the users, architecture and society in general?”

Thanks to its long-term approach to design, Offecct is a company that launches interesting and relevant products year after year. Always focusing on people, architecture, high quality and sustainability. This is furniture with a mission.”

**Eero Koivisto, Designer and Architect**



**To bring value to products; It's not just talking, you must be interested and bring your personality into the brand and be the brand. Learn, understand, listening and describe how you intend to create value for that customer.**

**Get knowledge and give the clients an experience of the brand.  
Invites, architects, dealers and designer.**

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## Invitations and actions

”We want to create a cohesive story about our unique collaborations with world-leading designers and provide an in-depth experience of products.

In a way it’s a kind of missionary, to spread knowledge and understanding about the work behind great design.”

**Maria Olofsson Karemyr, Brand Manager**



## Upcoming product launches and events

### Stockholm

Nomole by Ronja Reuber product launch, 6 September



### Montreal

Offecct brand introduction, Andrea Ruggieo will speak about his products and acoustic aspects, September.



### London

All product news 2021-2022 products presented in London showroom + product launch Sou by Teruhiro Yanagihara (several designers attending), September 21



### Paris

New showroom launch + additional Pauline Deltour product launch, including book release, 13 September



# Sales materials

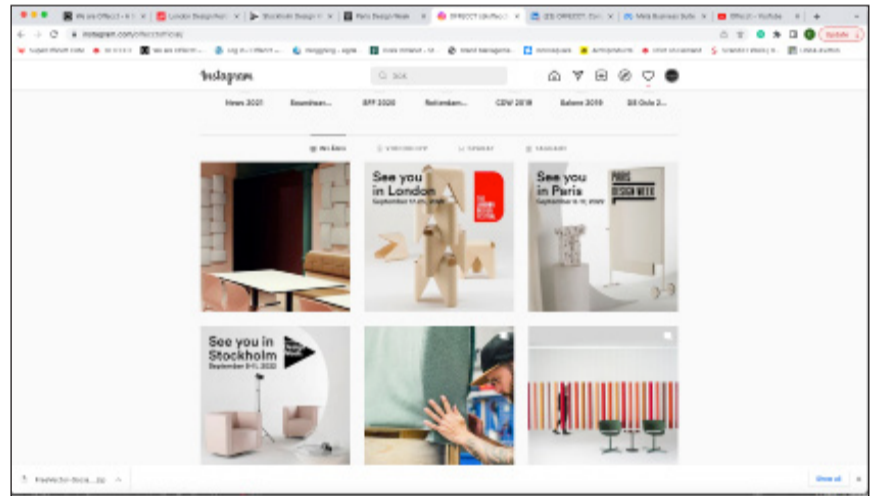
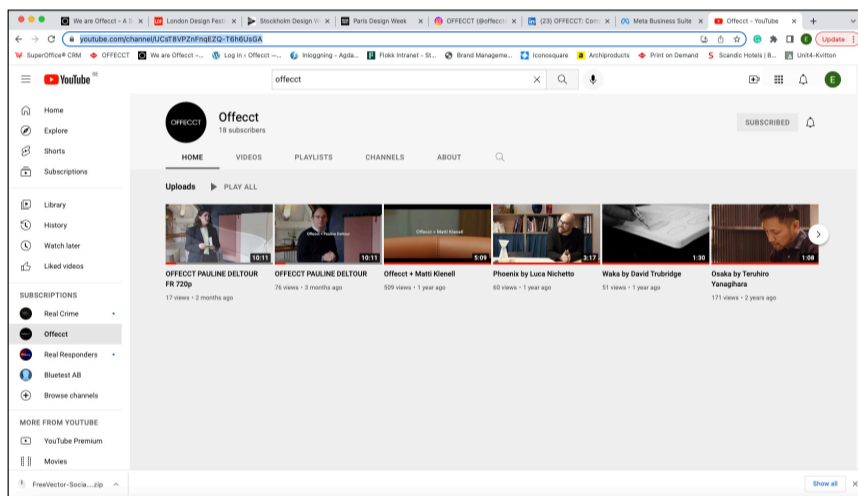
- Press activities
- Press release
- Presskit
- Sales book
- Social Media
- Youtube channel
- Brochures
- Product sheets
- Digital objects (CAD files etc)

Download presskit from our website  
[www.offecct.com/press](http://www.offecct.com/press)

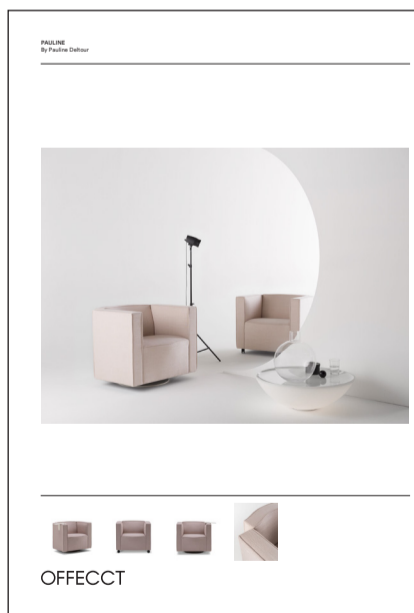
Download marketing material at BMC

## Social Media

Please contact Offecct Marketing Coordinator (elin.ingblom@flokk.com) for content and materials for our social media channels (Instagram, LinkedIn, Facebook). It will also be available on BMC.



[www.youtube.com/channel/UCsT8VPZnFngEQZQ-T6h6UsGA](http://www.youtube.com/channel/UCsT8VPZnFngEQZQ-T6h6UsGA)



Product sheet (website)



Press release



Brochure



Pauline Deltour

### Pauline Deltour

Pauline Deltour graduated from ENSAD (Ecole Nationale Supérieure des Arts Décoratifs) in 2007 and worked for four years for Konstantin Grcic in Munich, before opening her own design office in Paris in 2011. Her design is characterized by being both strict and sensitive, functional and poetic. Exact clean lines, carefully selected materials and colours, along with the way they meet, create a completely unique identity in everything from individual items to complete interiors. Her clients include Pauline Deltour a collaboré avec de nombreuses marques prestigieuses dont Alessi, Tolix, Cire Trudon, Puiforcat, Lexon, HEM, Ames, Kvadrat, COR, MUJI, Sogo & Seibu, JapanCreative, Arita 2016 (Japon), Fucina, CVL, LaCie et Yellow Innovation (La Poste).



Ronja Reuber

### Ronja Reuber

Ronja Reuber is a product, furniture and interior designer with a focus on circular design. She was born in 1992 in Solingen, Germany. She graduated in Textile Design from HDK Steneby - Academy of Design and Crafts, University of Gothenburg in 2015, and in Product Design from Beckmans College of Design in 2020. Her work is characterized by a strong sustainability perspective and by the conviction that form and function are equally important. She is co-founder of Schiller Reuber Design Studio.



Teruhiro Yanagihara

### Teruhiro Yanagihara

Teruhiro Yanagihara was born in 1976, Japan. He established his own company in 2002 to develop his own, identifiable vision on design. Ever since, he has been contributing “borderless” designs for national and international clients. His projects cross boundaries and cultures to form encounters between contemporary design, industries and Japanese crafts. He has a strong global presence working with Offecct previously, as well as brands such as Pallucco (Italy), Wallpaper\* (UK), Kimura Glass (Japan), Sergio Rossi (Italy), LESS IS MORE Co., Ltd (Japan) etc. He involved as the creative director for launching international Japanese brands such as the furniture brand KARIMOKU NEW STANDARD, the leather item collection TYP by Morpho, the ceramics brand 1616/ arita japan and the 2016/ Arita porcelain’s joint project between Saga prefecture and The Netherlands. Permanent collection at Stedelijk Museum in Amsterdam The Netherlands, CNAP (French National Art Center) etc.

Pauline  
By Pauline Deltour



Order entry w.25



Width 30 cm, depth 17 cm, height 15 cm  
Turntable base



Width 30 cm, depth 17 cm, height 15 cm  
Four wheels base



Width 30 cm, depth 17 cm, height 15 cm  
Four legs base

Armchair with frame in plywood and solid wood with cold foam. Upholstered in fabric. Legs and tabletop in lacquered metal. Base: turntable, four legs or wheels as options.



Accessory: tabletop in lacquered metal.

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Pauline 3-seater  
By Pauline Deltour



Order entry w.25



Thelma  
By Pauline Deltour



Order entry w.25



Acoustic room divider upholstered in textile. Frame and wheel in lacquered metal. Black and white as standard. Flexicolor as an option on request.

Frame and wheel in lacquered metal. Black and white as standard. Accessories: Whiteboard in metal with whiteboard lacquer. Hook in in lacquered metal.

Height 70 mm, width 108 mm,  
depth 36 mm

Nomole  
By Ronja Reuber



Order entry w.25



Width 45 cm, depth 53 cm,  
height 78/65 cm.

Bar stool with a frame in 30% recycled lacquered metal. Seating in MDF with cold foam. Upholstery in fabric.

The upholstery parts are easily changed, and the stool can be disassembled, meaning the client can simply send the seating and backrest parts separate for upholstery change. This makes the transport logistics minimal aswell.

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Sou  
By Teruhiro Yanagihara



Order entry w.25



Frame in solid wood, white or black pigmented ash, with cold foam. Upholstery in fabric. Table top in MDF veneer.

Width 160 cm, depth 70cm,  
height 80cm



## Pauline & Thelma by Pauline Deltour.

## Tailored elegance with a modern feel.

Exquisite lines and sophisticated playfulness. Pauline Deltour's armchair Pauline and sound absorber Thelma, designed for Offecct Sweden, are characterized by their meticulous details and tailored elegance.

Our offices and ways of working have changed, towards increased flexibility and more but smaller spaces for physical and digital meetings. The Pauline armchair and Thelma sound absorber are designed for use in such soft, adaptable work spaces – and also come with smart accessories such as a hook and a writing tablet. “The great quality of all Pauline Deltour's products is the ingenious simplicity that's always based on exquisite and carefully designed details. With the armchair, there are small shifts in proportions, surprising lines and brilliant functional solutions that create a natural elegance,” says Tobias Strålman.

## Pauline Deltour

Pauline Deltour graduated from ENSAD (Ecole Nationale Supérieure des Arts Décoratifs) in 2007 and worked for four years for Konstantin Grcic in Munich, before opening her own design office in Paris in 2011. Her design is characterized by being both strict and sensitive, functional and poetic. Exact clean lines, carefully selected materials and colours, along with the way they meet, create a completely unique identity in everything from individual items to complete interiors. Her clients include Pauline Deltour a collaboré avec de nombreuses marques prestigieuses dont Alessi, Tolix, Cire Trudon, Puiforcat, Lexon, HEM, Ames, Kvadrat, COR, MUJI, Sogo & Seibu, JapanCreative, Arita 2016 (Japon), Fucina, CVL, LaCie et Yellow Innovation (La Poste).



The sound absorber Thelma is named after Pauline Deltour's youngest daughter, a name that is said to mean 'divine protection'. “It has a stylized simplicity with fabrics that are wrapped around it and create a tailored and elegant expression. At the same time, I'm struck by the light-hearted playfulness that the sound absorber expresses; it feels self-conscious and urban, but at the same time relaxed and unforced,” adds Strålman.

While working on the Pauline armchair and Thelma sound absorber, Pauline Deltour passed away tragically and unexpectedly. Tobias Strålman says he is grateful both for the fine collaboration with the designer, and that the work has been able to continue with support from Pauline Deltour's family, colleagues and friends. “Pauline was a warm and humble person who was inspiring to work with and easy to like. The finest tribute we can give is to complete the project with her unsurpassed sense of quality and pass it on to the world,” he says.



**Facts Thelma**

Acoustic room divider upholstered in textile. Frame and wheel in lacquered metal. Black and white as standard. Flexicolor as an option on request.  
Size: width 108 cm, depth 36 cm, height 173 cm.

**Facts Pauline**

Frame in plywood and solid wood with cold foam. Upholstered in fabric.  
Legs & tabletop in lacquered metal. Base: turntable, 4 legs or wheel as options.  
Size: width 63 cm, depth 76 cm, height 70 cm.

**Contact**

For images and further questions, contact Elin Ingblom, Marketing Coordinator, [elin.ingblom@flokk.com](mailto:elin.ingblom@flokk.com), +46 70 872 0215

**Press**

<http://www.mynewsdesk.com/se/offecct-ab>

**Social media**

Facebook: [offecct](#), Instagram: [offecctofficial](#), LinkedIn: [Offecct AB](#)



**About Offecct**

Offecct is a Scandinavian furniture design company that develops unique furniture for inspiring meeting places in the home, office and public space. Together with selected architects and designers we offer innovative design on the planet's terms with focus on people, architecture, high quality and sustainability. The company was founded in 1990 by Kurt Tingdal and Anders Englund and has a yearly revenue of SEK 150 million. 50% of Offecct's sales comprise exports to more than 50 countries, and showrooms are situated in Stockholm and Gothenburg (SE), Oslo (NO), Copenhagen (DK), Milan (IT), London (UK), Rotterdam and Amsterdam (NL), Düsseldorf and Munich (DE), Zurich (CH), New York (US) and Singapore (SG), Sydney (AU), Bryssel (BE), Shanghai (CH) and Warszawa (PL). Since May 2017 Offecct has been a part of Flokk, an international group of companies with a focus on developing furniture for working places.

**About Flokk**

Flokk is the market leader in the design, development and production of workplace furniture in Europe. Flokk is the proud owner of product brands HÅG, RBM, RH, BMA, Giroflex, Malmstolen, Offecct, Profim and 9to5 Seating. About 2 500 employees work together to realize the vision of the company: Inspire great work. Flokk's head office is in Oslo, Norway and production units in Røros (Norway); in Los Angeles (United States); in Turek (Poland); in Guangdong (China) and in Nässjö (Sweden). In addition, Flokk keep sales offices in Norway, Sweden, Denmark, Germany, Belgium, the Netherlands, UK, France, Switzerland, Dubai, Singapore, USA, China and Australia. Flokk products are sold in more than 50 countries. In 2018 the total turnover was close to NOK 3 billion.



## Pauline by Pauline Deltour.

### Pauline Deltour

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## Tailored elegance on a larger scale.

Pauline Deltour's stylized and tailored armchair Pauline, designed for Offecct, is now joined by a 2- and 3-seater sofa. In connection with the launch, Offecct publishes a book about Pauline Deltour where her co-workers and colleagues invite the reader into the designer's studio and her world of ideas.

Pauline Deltour and Offecct's collaboration has previously resulted in the playful urban room divider Thelma and the elegant Pauline armchair. Offecct now presents the Pauline sofas, which have the same stylized simplicity as the armchair with fabrics that are wrapped around it and create a tailored expression.

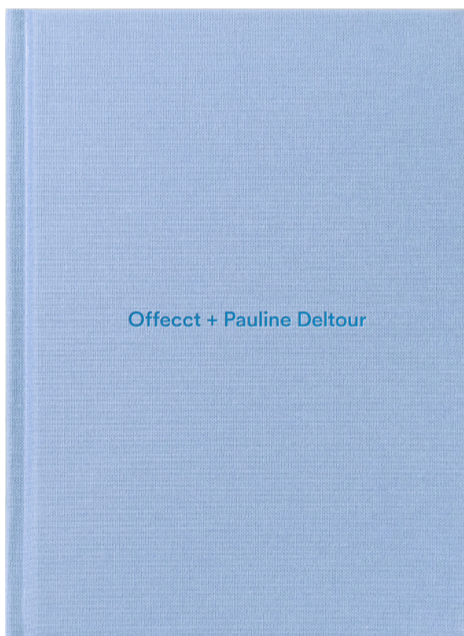
"All of Pauline Deltour's products have a kind of ingenious simplicity based on exquisite and carefully designed details. The new sofas, just like the armchair, have a natural elegance with small shifts in proportions, surprising lines and brilliant functional solutions," says Offecct Brand Manager Maria Olofsson Karemyr.

In connection with the launch of the 2- and 3-seat sofas, Offecct also publishes a book about Pauline Deltour, in a series of books that provides an in-depth picture of the company's many collaborations with world-leading designers.

"It's in a way a kind of missionary, to spread knowledge and understanding about the work behind good long-lasting design. In this book about Pauline Deltour, we meet her closest co-workers and colleagues, who invite us into her studio to understand both the person and the designer Pauline", says Maria Olofsson Karemyr.

Pauline Deltour passed away unexpectedly and tragically in September 2021. A chorus of voices appears in the book to share their stories about Pauline Deltour and her work from architecture and design writer Helen Parton.

"When she started working on a project, the first thing she liked to do was to take a trip to the factory. She always wanted to know as



Design with a story.

#### Facts

Offecct + Pauline Deltour

Publisher: Offecct

Text: Helen Parton, Maria Olofsson Karemyr

Photo: Björn Ceder, Pauline Deltour, Pauline Deltour Design Office, Stephanie Füssenich, Marek Iwicki

Production: Henrik Nygren Design

#### Previous books published in this series:

Offecct + Matti Klenell (2021)

Offecct + Luca Nichetto (2021)

Offecct + Lucy Kurrein (2021)

Offecct + Sketches, Ideas and News (2022)

Friend and designer Jun Yasumoto says: "With Pauline, it wasn't about trends, she wasn't worried about people's approval but followed her own vision. I admire her for this quiet energy, how she ran her career in a calm and strong way."

Maria Olofsson Karemyr concludes: "All together, these voices offer a fascinating picture of a warm and humble person who at the same time had a clear idea of what she wanted with her professional life and her many projects. Pauline Deltour had the ability to be visionary, creative and poetic, yet deeply rooted in the craft, the materials and the production process."

#### Facts Pauline

Frame in plywood and solid wood with cold foam. Upholstered in fabric.

Legs & tabletop in lacquered metal. Base: turntable, 4 legs or wheel as options.

#### Contact

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[elin.ingblom@flok.com](mailto:elin.ingblom@flok.com), +46 708 720 215

Press online: <http://www.mynewsdesk.com/se/offecct-ab>

#### Social media

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**Nomole  
by Ronja Reuber.**

**Minimalistic, comfortable – and simply circular.**

A stripped-down graphic and playful bar stool with backrest and a slight swing – no more, no less. Ronja Reuber’s Nomole, designed for Offecct Sweden, is both minimalistic and comfortable with low material use and easy updating to make it long-term sustainable

Nomole started out as a graduation project at Beckman’s College of Design, based on the question: What is the essence of a piece of furniture?

The result is a minimalistic bar stool with graphic precision, distinctive lines and a monochrome colour scheme, clearly founded on the belief that form, function and sustainability go hand in hand.

“The name comes from the expression ‘no more, no less’. The idea is to get to the core of the product, to use as little material as possible without compromising on either expression or usability. And, of course, to make sure that it can easily be updated, renewed and repaired for a long and circular life,” says Ronja Reuber.

She emphasizes that user experience, ergonomics and comfort were as important as visual appearance when she designed Nomole. The steel pipe construction has a slight swing that makes sitting more active and the integrated backrest provides comfortable support, regardless of whether the stool is used in a restaurant, an office meeting area or a home environment. “Flexibility is important if furniture is to be sustainable, and Nomole can be used in many ways and in various environments. It’s contemporary yet timeless, has a playful as well as an industrial feel to it, and is functional with a strong design identity.”

**Ronja Reuber**

Ronja Reuber is a product, furniture and interior designer with a focus on circular design. She was born in 1992 in Solingen, Germany. She graduated in Textile Design from HDK Steneby - Academy of Design and Crafts, University of Gothenburg in 2015, and in Product Design from Beckmans College of Design in 2020. Her work is characterized by a strong sustainability perspective and by the conviction that form and function are equally important. She is co-founder of Schiller Reuber Design Studio.







**Facts**

Frame in lacquered metal. Seating in MDF with cold foam. Upholstery in fabric. Size: width 45 cm, depth 53 cm, two different heights: 78/65 cm.

**Contact**

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**Sou**  
by Teruhiro Yanagihara.

**Form and function in layer on layer.**

Take a piece of furniture apart down to its most basic components, and put it back together step by step. Teruhiro Yanagihara’s sofa Sou, designed for Offecct Sweden, is constructed in different layers to make it possible to freely create different shapes and functions for public environments.

Teruhiro Yanagihara has a background in spatial design and architecture and always thinks about rooms and surfaces, rather than individual objects. As in his previous collection for Offecct, Osaka, the new Sou sofa is based on a spatial perspective where the furniture works as a flexible jigsaw puzzle. “My idea was to start with the sofa’s most basic parts and let the different shapes and functions overlap in layers. The seat is a little higher, so it goes particularly well in restaurants and waiting rooms, for example,” he says.

The image that Teruhiro Yanagihara had in mind during the process was a mille-feuille, a French pastry of many layers which can be varied in different ways. The name ‘Sou’ comes from the Japanese ‘chisou’ which means ‘stratum’, with the prefix ‘chi’ (base) and the suffix ‘sou’ (layer).

**Teruhiro Yanagihara.**

Teruhiro Yanagihara founded his company in Tokyo in 2002 to develop his own visions about design. He works with domestic and international clients alike, and likes to operate across boundaries and cultures to create encounters between design, industry and craftsmanship. He has a strong global presence and has worked for Offecct previously, as well as for brands such as Pallucco, Sergio Rossi, Wallpaper, Karimoku New Standard and Arita.



“It’s about how the sofa is designed, but also the fact that it can have different uses and expressions depending on how you choose to combine the different layers. Since the seat and backrest are separated, you can choose different colours of fabric or different finishes on the table part, for instance” Teruhiro Yanagihara explains. He also emphasizes the similarity between Japanese and Scandinavian design tradition when it comes to reducing rather than adding to the product. Sou, with its simple shape, is given a timeless and easy-to-place expression, while also being a sustainable design choice with lower consumption of resources and materials.



**Facts**

Frame in solid wood, white or black pigmented ash, with cold foam. Upholstery in fabric. Table top in MDF veneer.  
 Size: width 160 cm, depth 70cm, height 80cm

**Contact**

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# 2022 Product overview

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## BENCHES



**FONT**  
Matti Klenell

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## SOFAS



**AIRBERG**  
Jean-Marie Massaud



**FLOAT HIGH**  
Claesson Koivisto Rune



**FLOAT HIGH LARGE**  
Claesson Koivisto Rune



**FONT**  
Matti Klenell



**NETFRAME**  
Cate & Nelson



**PLAYBACK**  
Claesson Koivisto Rune



**SMALLROOM PLUS**  
Ineke Hans



**SMALLROOM SELECT**  
Ineke Hans

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## SOFA SYSTEMS



**BLOCKS**  
Christophe Pillet



**LUCY**  
Lucy Kurrein



**MEET**  
Fattorini+Rizzini+Partners



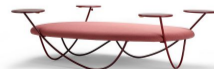
**PLAYBACK**  
Claesson Koivisto Rune

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## OTTOMANS



**BLOCKS**  
Christophe Pillet



**DUNE**  
Front



**LUCY**  
Lucy Kurrein



**LUCY**  
Lucy Kurrein



**OSAKA**  
Teruhiro Yanagihara



**OSAKA**  
Teruhiro Yanagihara



**OSAKA**  
Teruhiro Yanagihara



**SHIFT**  
Daniel Debiassi &  
Federico Sandri



**SHIFT**  
Daniel Debiassi &  
Federico Sandri



**SOUFFLÉ**  
Cecilie Manz



**WAKA**  
David Trubridge

EASY CHAIRS



**AIRBERG**  
Jean-Marie Massaud



**BABLED**  
Emmanuel Babled



**BLOCKS**  
Christophe Pillet



**EZY**  
Christophe Pillet



**EZY LARGE**  
Christophe Pillet



**FLOAT HIGH**  
Claesson Koivisto Rune



**FLOAT HIGH LARGE**  
Claesson Koivisto Rune



**FONT**  
Matti Klenell



**MAKI**  
Jin Kuramoto



**MOMENT**  
Khodi Feiz



**MONTPARNASSE**  
Christophe Pillet



**MURANO**  
Luca Nichetto



**NETFRAME**  
Cate & Nelson



**OYSTER HIGH & LOW**  
Michael Sodeau



**OYSTER WOOD HIGH & LOW**  
Michael Sodeau



**PALMA**  
Khodi Feiz



**PALMA WOOD**  
Khodi Feiz



**PAULINE**  
Pauline Deltour



**SHIFT**  
Daniel Debiasi & Federico Sandri



**SHIFT**  
Daniel Debiasi & Federico Sandri



**SHIFT WOOD**  
Daniel Debiasi & Federico Sandri



**SHIFT**  
Daniel Debiasi & Federico Sandri



**SOLITAIRE**  
Alfredo Häberli

CHAIRS



**BIKE**  
Monica Förster



**BOP**  
Knudsen Berg Hindenes



**BOP WOOD**  
Knudsen Berg Hindenes



**CONSIST**  
Thomas Sandell



**CORNFLAKE**  
Claesson Koivisto Rune



**EZY LOW**  
Christophe Pillet



**EZY LOW**  
Christophe Pillet



**EZY WOOD LOW**  
Christophe Pillet



**KALI**  
Jasper Morrison



**LITE**  
Broberg & Ridderstråle



**PALMA MEETING**  
Khodi Feiz



**PALMA MEETING WOOD**  
Khodi Feiz



**PHOENIX**  
Luca Nichetto



**PHOENIX**  
Luca Nichetto



**PHOENIX**  
Luca Nichetto



**PHOENIX**  
Luca Nichetto



**QUILT**  
Olle Anderson



**TAILOR**  
Louise Hederström

TABLES



**ARCHIPELAGO**  
Michael Sodeau



**CIRCUS**  
Formfjord



**EZY**  
Christophe Pillet



**KALI**  
Jasper Morrison



**LITE**  
Broberg & Ridderstråle



**NOBIS**  
Claesson Koivisto Rune



**ON POINT**  
Mattias Stenberg



**ON POINT MEDIUM**  
Mattias Stenberg



**ON POINT HIGH**  
Mattias Stenberg



**OSAKA**  
Teruhiro Yanagihara



**OSAKA**  
Teruhiro Yanagihara



**OSAKA**  
Teruhiro Yanagihara



**PHOENIX**  
Luca Nichetto

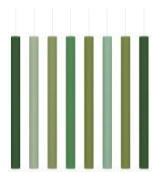


**TOOL**  
Studio Irvine

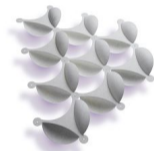


**WIND**  
Jin Kuramoto

ROOM DIVIDERS



**SOUNDSTICKS®**  
Andrea Ruggiero



**MEMBRANE**  
David Trubridge



**THELMA**  
Pauline Deltour



**WIND**  
Jin Kuramoto



**WIND**  
Jin Kuramoto



**WIND**  
Jin Kuramoto



**WIND**  
Jin Kuramoto



**WIND**  
Jin Kuramoto

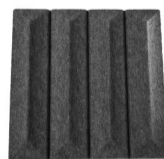
ACOUSTIC PANELS



**SOUNDWAVE® BELLA**  
3XN



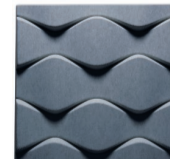
**SOUNDWAVE® BOTANIC**  
Marie Perle



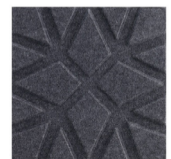
**SOUNDWAVE® CERAMIC**  
Thomas Sandell



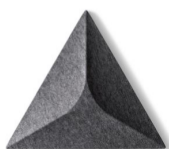
**SOUNDWAVE® ENNIS**  
Frank Lloyd Wright®



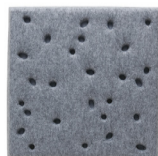
**SOUNDWAVE® FLO**  
Karim Rashid



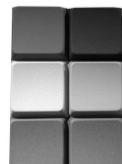
**SOUNDWAVE® GEO**  
Ineke Hans



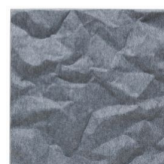
**SOUNDWAVE® JASMINE**  
Layla Mehdi Pour



**SOUNDWAVE® LUNA**  
Teppo Asikainen



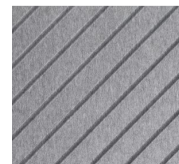
**SOUNDWAVE® PIX**  
Jean-Marie Massaud



**SOUNDWAVE® SCRUNCH**  
Teppo Asikainen



**SOUNDWAVE® SKY**  
Marre Moerel



**SOUNDWAVE® STRIPES**  
Richard Hutten



**SOUNDWAVE® SWELL**  
Teppo Asikainen



**SOUNDWAVE® WALL**  
Christophe Pillet



**SOUNDWAVE® VILLAGE**  
Claesson Koivisto Rune



**SOUNDWAVE® WICKER**  
Wingårdh & Wikerstål

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O<sub>2</sub>ASIS



**CIRCUS**  
Formfjord



**GREEN DIVIDER**  
Louise Hederström



**GREEN PADS**  
Luca Nichetto



**GREEN PEDESTALS**  
Front



**GREEN PEDESTALS**  
Front

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STOOLS



**BOP**  
Knudsen Berg Hindenes



**BOP WOOD**  
Knudsen Berg Hindenes



**CARRY ON**  
Mattias Stenberg



**CORNFLAKE**  
Claesson Koivisto Rune



**EZY**  
Christophe Pillet



**FALABELLA**  
Lucy Kurrein



**MOVE ON HIGH & LOW**  
Mattias Stenberg

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ADDITIONALS



**HANGER**  
Neri&Hu

