

# OFFECCT

## *Inviting freedom – the Grand Sofa by Monica Förster*

Press release 2011-02-08



*OFFECCT launches the Grand sofa designed by Monica Förster. When Monica Förster commenced the work to develop a sofa for OFFECCT the initial idea was to create a piece that conveyed the feeling of something improvised and sketched. The first ideas were transferred to a scale model where Förster worked intensively to create a shape that conveyed a sense of freedom.*

Thereafter OFFECCT's product development department took over and translated it into a model at full scale. Monica Förster worked closely with OFFECCT to develop details, proportions and relations between volume and surface.

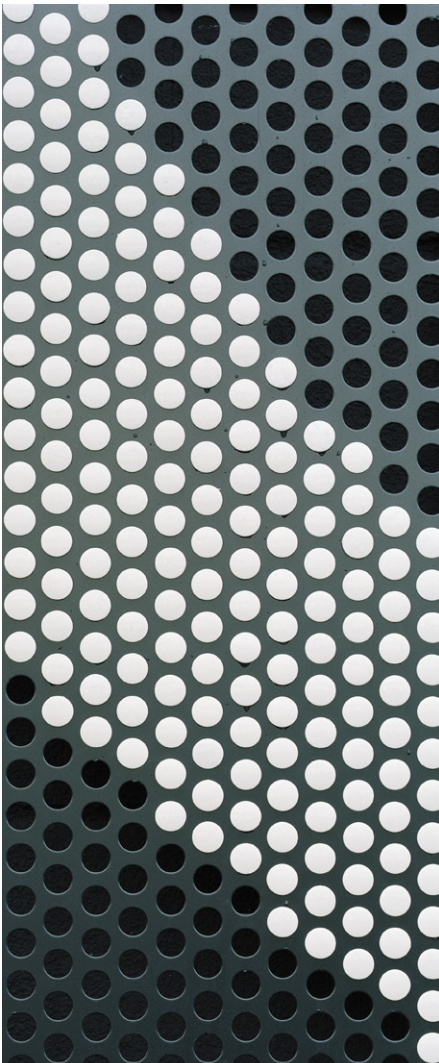
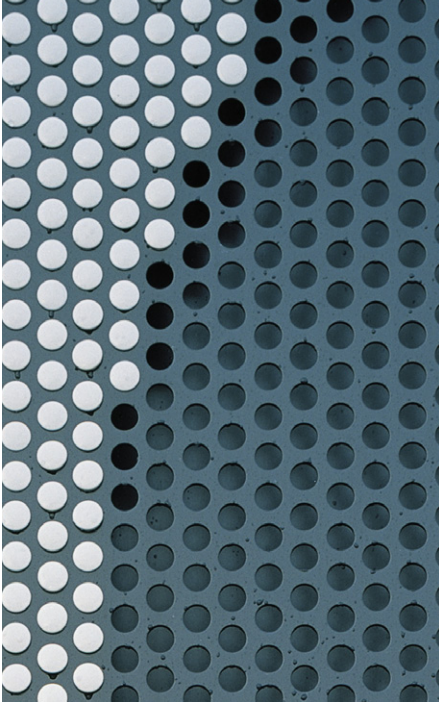
"OFFECCT's first prototype captured the idea of the couch very well, and it has been a rewarding project that resulted in Grand, a sofa that is characterized by softness and asymmetry, creating an inviting sense of freedom" says Monica Förster.

Grand is a large and generous sofa. Grand comes in a right, a left and a straight version with an accompanying footstool and an optional divan.



### **About Monica Förster**

Monica Förster, who is one of the top names within Swedish design, is based in Stockholm but grew up close to the Arctic Circle. Her work is characterized by a strong sense of pure form mixed with a never-ending curiosity for new materials and technology. Always trying to work in a cross-disciplinary way, Förster invents and renews typologies in industrial, furniture and object design. She has been awarded Swedish Designer of the Year award twice, the Excellent Swedish Design Award, the Design Plus Award in Germany, and the Future DesignerDays Award 2002.



## About OFFECCT

OFFECCT was founded in 1990 by CEO Kurt Tingdal and Design Manager Anders Englund, and is situated in Tibro, Sweden. OFFECCT has 42 people employed with sales of SEK 103 million. More than 50% of the sales are made up of exports to 47 countries.

In 20 years OFFECCT has grown rapidly to become a major furniture manufacturer with high design ambitions, which is particularly evident in the many international design awards that OFFECCT has received over the years. OFFECCT believes that qualitative, innovative and sustainable design creates interiors that have a positive impact on people - in meetings, at home and at work. OFFECCT works closely with some of the world's most renowned designers.

OFFECCT also believes that sustainability is as important as quality and design, which is evident in the choice of materials, energy, transportation and logistics. Many of OFFECCT's products have been approved by the Nordic ecolabel, and OFFECCT is also certified in accordance with ISO 9001:2008 (quality) as well as ISO 14001 (environmental).

Several public spaces all over the world have been furnished with objects from OFFECCT. A few examples are the offices of ÅF and the Swedish Association of Architects in Stockholm, the MTV studio in New York, Microsoft in Hong Kong, Philips in Istanbul, MoMA (The Museum of Modern Art) in New York and the Sfera building Restaurant i Kyoto.

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