

OFFECCT

OFFECCT initiates cooperation with Danish architectural firm 3XN

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OFFECCT initiates cooperation with the successful Danish architectural office 3XN by launching the SOUNDWAVE® Bella acoustic panel at the 2011 edition of the Salone Internazionale del Mobile in Milan.

In the process of designing the new Bella Sky Hotel in Copenhagen 3XN asked OFFECCT to develop a completely new acoustic panel that was consistent with the architectural project in its entirety. Bella Sky Hotel will open in May 2011 and will with its two towers, 814 rooms, 30 conference rooms, three restaurants and two bars be the largest design hotel in Scandinavia. Bella Sky's two towers stand close to each other like a dancing couple in movement, creating a major landmark for Copenhagen's new district called Ørestad, adding an urban atmosphere to the neighbourhood.

“When designing the hotel's conference rooms, we contacted OFFECCT with a request for custom-made acoustic panels of high quality” says Kim Herforth Nielsen, founder, 3XN.

“When we designed the SOUNDWAVE® Bella we were inspired by the very sharp character of the building itself with its absence of right angles. The reference to the building became even clearer when we decorated an entire wall of each conference room with SOUNDWAVE® Bella in white” continues Kim Herforth Nielsen.

“The flexibility of the SOUNDWAVE® system allowed us to give each conference room a separate identity by having one square on each wall in a unique color in order to distinguish the different rooms” concludes Kim Herforth Nielsen.

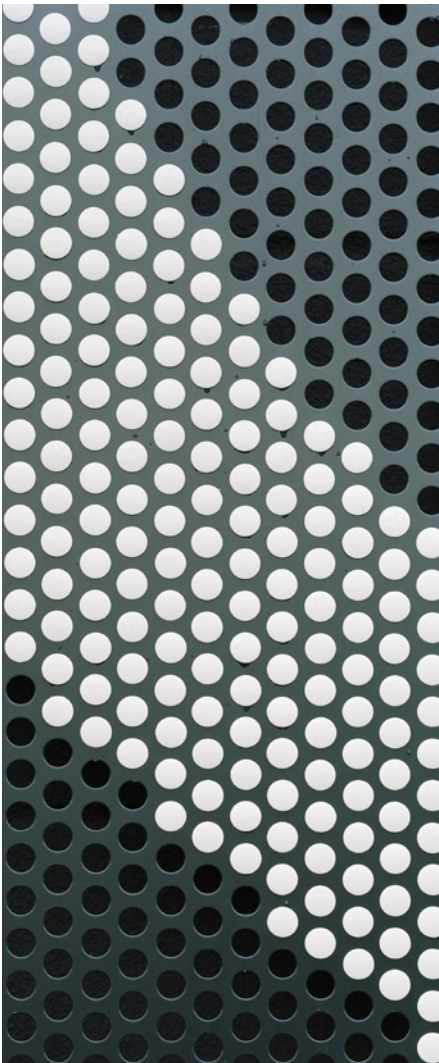
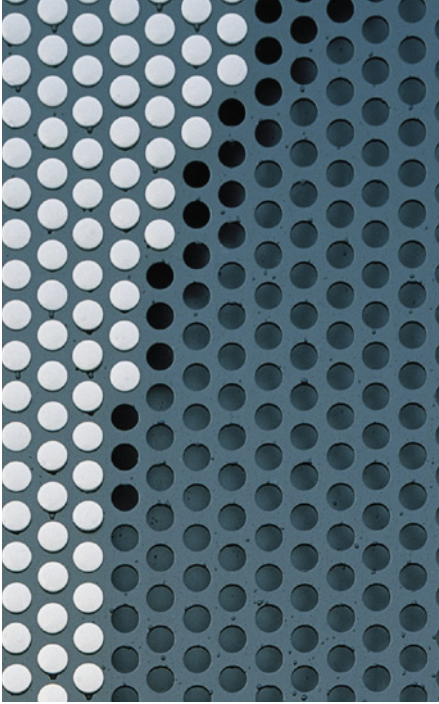
“We are happy for the cooperation with 3XN, a very interesting architectural office, and we hope that this first project will lead to more interesting design projects in the near future” says Kurt Tingdal, CEO, OFFECCT.

SOUNDWAVE® Bella is available in the standard colours anthracite, grey, green and offwhite. Bella is also available upholstered in fabrics from Gabriel Europost, available in 60 colours.

About 3XN

3XN from Denmark is one of Europe's most prominent architectural firms, and is known for two things: their preference for ground-breaking architecture, and projects demanding a high level of detail and employing workmanship of the highest quality.





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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