

OFFECCT

Front and OFFECCT put Pedestal on a Pedestal

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OFFECCT initiates a cooperation with the Swedish design group Front by launching Green Pedestals - a piece of furniture for greenery and vegetation. Green Pedestals is part of OFFECCT's OASIS project which is an assortment of design products, that combined with vegetation enhances and adds value to the work environment, specifically through a conscious use of greenery and an improved air quality. OASIS also offers possibilities to architects who are interested in adding green elements into their projects.

Green Pedestals enhances the plants with its elegant legs. Green Pedestals can be used as a room element, that for example functions as a room divider or creates a sort of an oasis. Some variants have dimensions that fits perfectly at the side of a desk, other fits in height next to a seat or a window. It is possible to add a seat or a table top to the round models, and by placing them in a row or in a group they form a sort of a bench that is surrounded by greenery.

“We were inspired by traditional pedestals. We think that the pedestal is a fantastic piece of furniture that needs a revival. With slim legs that are slightly irregular Green Pedestals receives a kind of a personality” says Sofia Lagerkvist, Front.

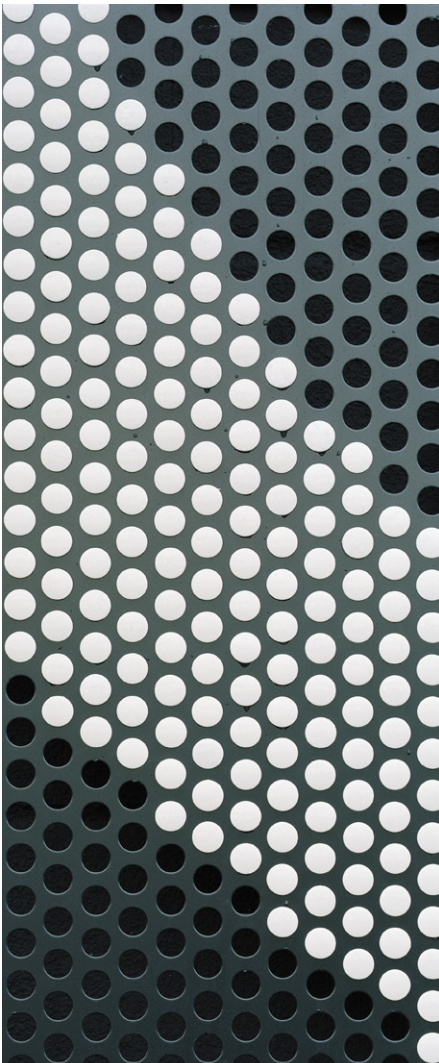
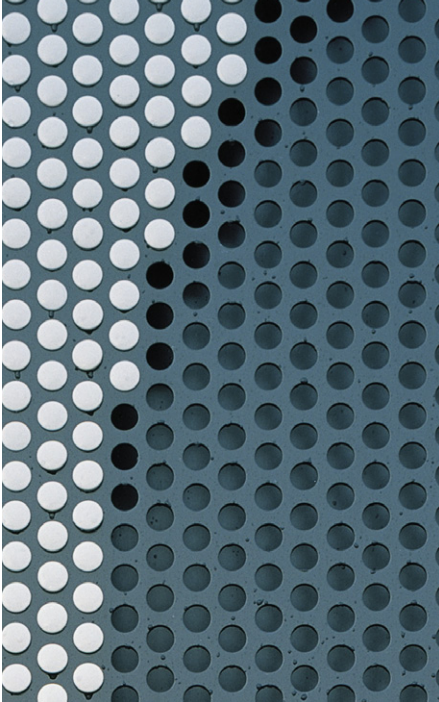
The cooperation between OFFECCT and Front has evolved over time, and the launch of the Green Pedestals is a first result of this collaboration.

“OFFECCT is one of the most interesting and important Swedish design companies, and we think it's very inspiring to work with OFFECCT. We see Green Pedestals as a first step on our common road ahead” says Sofia Lagerkvist, Front.



About Front

Front is one of the most successful contemporary design groups. Front consists of Sofia Lagerkvist, Charlotte von der Lancken, Anna Lindgren. Front work on all of their projects as a collective, so that discussions and experimentation makes it possible to develop contemporary world-class design. Front has been published widely in international design press and their work has been exhibited at MoMA in New York, the Pompidou Centre in Paris and the Victoria & Albert Museum in London. In 2010 Front received the highly prestigious Torsten and Wanja Söderberg Prize for their innovative and creative design.



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.

Contact Information

Kurt Tingdal, CEO, OFFECCT, phone +46 504 415 00

David Lerdell, OFFECCT's media contact, phone +46 76 339 04 66,
email: offecct@lerdell.com

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