

OFFECCT deepens cooperation with Jean-Marie Massaud

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After having collaborated for a long time, OFFECCT and French designer Jean-Marie Massaud now deepens the collaboration with the introduction of a number of new products.

Jean-Marie Massaud is one of France's most successful, award-winning and interesting designers in recent years, and in addition to furniture design Massaud also works with industrial design and architecture. Besides working together with OFFECCT Massaud has worked with Hansgrohe, Dior, Lancôme and Renault.

Jean-Marie's design is based on a well-developed design philosophy. From industrial design to architecture, from technological innovation to prospective research, he is a man of change. He prefers questioning the existing, in order to achieve progress and eventually proposing answers to contemporary stakes. Jean-Marie's designs are characterized by an understanding of the surrounding world, and through a holistic approach create designs that capture the zeitgeist in an interesting way.

Previously Jean-Marie has developed Bond and Easy Block for OFFECCT. Bond is one of OFFECCT most successful product lines so far, and is characterized by a minimalistic and gentle form that invites interaction between people. The Bond series consists of a wide range of chairs, armchairs and tables and is currently represented in a number of attractive interiors worldwide.

In response to an increased demand from customers and architects, OFFECCT now expands the Bond family with two new products. A neater chair called Bond Xtra Light, and a higher easy chair named Bond High.

Another new product that OFFECCT and Jean-Marie Massaud present is Green Island, which is part of OFFECCT's new OASIS-concept. OASIS is an assortment of design products, which together with flowers and plants enhances and adds value to the work environment, not least through an improved indoor air quality. OASIS also offers possibilities to architects who are interested in adding green elements into their projects.

Green Islands can be described as an ottoman with room for vegetation, and by integrating a higher plant inside Green Islands, a relaxing feeling of sitting as under a tree is created. The key is that the vegetation is part of the furniture. Green Islands can be described as an island - or a kind of a refuge - that when placed in a public interior invite you to a moment of contemplation or a quiet conversation.

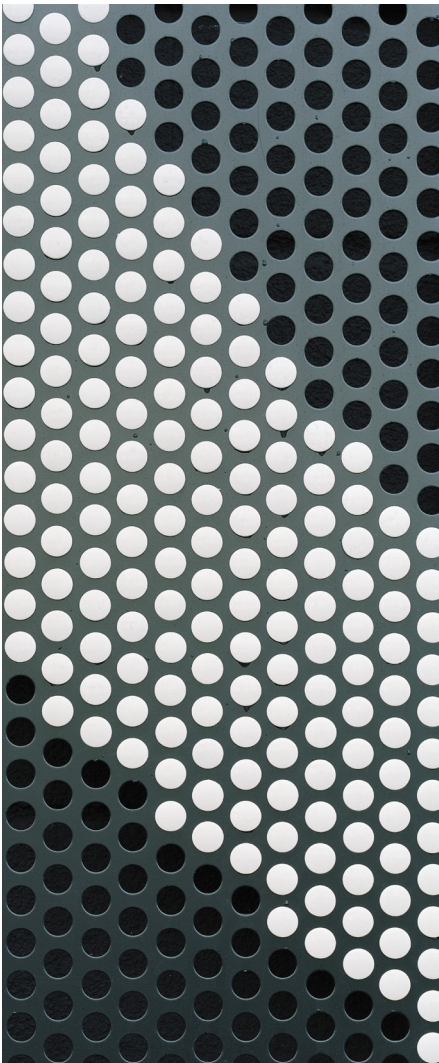
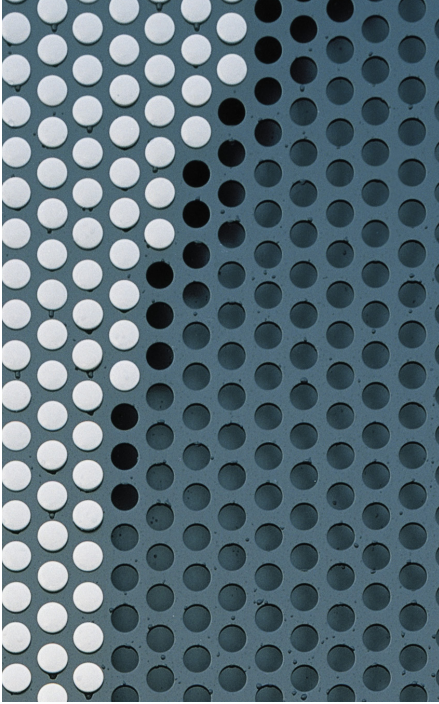
"Plants are essential. I like their various greens, I like their smell and their changes with time", says Jean-Marie Massaud.

"When I designed Green Islands I found it fun imagining people sitting on a big square or circle islands with a coconut-tree over their head in the lobby of a bank. Green Islands is a kind of an enormous cushion, a waiting platform for corporate environments. I thought it was elegant to propose green in a generally dry universe."

"All of my projects are based on life scenarios. In this way, Green Islands sit consistently with my other projects", Jean-Marie Massaud concludes.

Green Islands comes in two variants - one circular and one square.





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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