

OFFECCT

MOMENT – An easy chair for functional moments

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The easy chair MOMENT is the latest result of the collaboration between the internationally renowned designer Khodi Feiz and Offecct.

Khodi Feiz got the original inspiration for MOMENT from old school desks made up of a wooden chair with a table attached on the side, which gave Feiz the idea to give the easy chair a specific function.

The result is MOMENT, an easy chair that supports different types of activities like reading a newspaper, working or having a light meal. The easy chair is made to invite the user to sit down for a moment, to take a break, to work or do something else.

Feiz is inspired by three concepts in his designs: Clarity, Concept, and Context, which is obvious when it comes to the easy chair MOMENT, with its clear design language, strong concept and adaptability to different settings.

The collaboration between Offecct and Khodi Feiz goes back a long time, and Feiz has earlier designed the easy chair Palma, the chair Palma Meeting as well as the accessories in the K-Line series.

- The cooperation with Offecct is very rewarding, particularly due to our long-lasting relationship, which means that we as designer and producer understand each other's nuances and how we work, says Khodi Feiz.

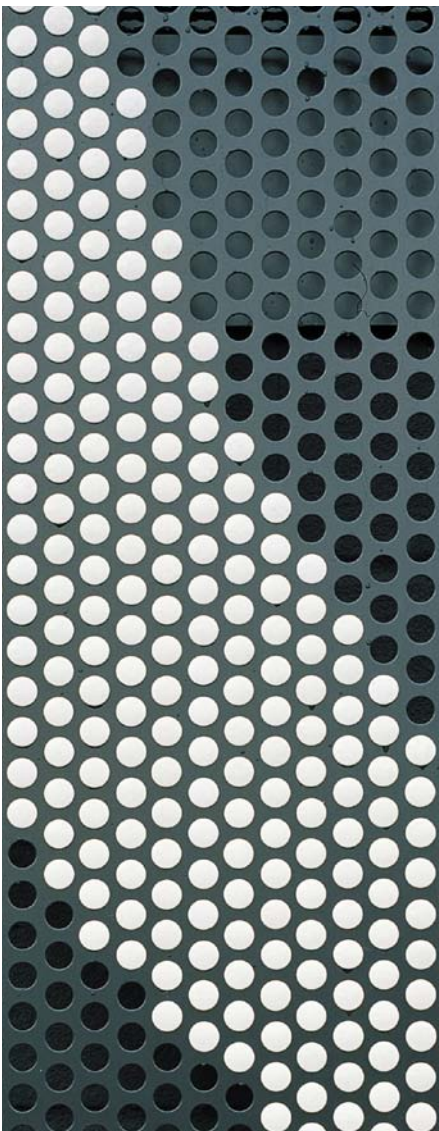
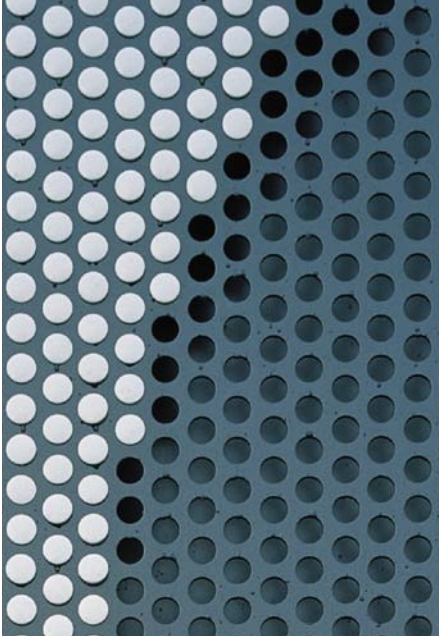
MOMENT will be presented in Offecct's stand A20:20 at the Stockholm Furniture Fair between February 7 and February 11 2012.

About Khodi Feiz

Khodi Feiz was born in Iran and has a degree in industrial design from the Syracuse University in the USA. In 1990 Khodi Feiz moved to Holland and started to work for Philips Design until 1998, when he founded his own design bureau together with his wife, Anneko Feiz van Dorssen. The company is based in Amsterdam and works primarily with product and furniture design as well as graphic and strategic design.

Khodi Feiz has been awarded several awards like the Good Design Award, the Red Dot Award, the Accenture Innovation Award and the Game of the Year Award, to mention a few.





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 115 million. More than 50% of the sales are made up of exports to 55 countries.

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 Corporate Social Sustainability (CSR) 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 (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 Skype and the Swedish Association of Architects as well as Nobis Hotel in Stockholm; MoMA and the MTV studio in New York, Microsoft in Hong Kong, Philips in Istanbul, MoMA (The Museum of Modern Art) in New York; Schiphol in Holland, Statoil in Norway, and BMW in Belgium.

Contact Information

For further information and high resolution images, please contact:

Ulrika Darheden, Marketing Assistant, OFFECCT AB,
phone: +46 504 415 00, email: ulrika.darheden@offecct.se

Kurt Tingdal, CEO OFFECCT AB,
phone: +46 504 415 00, email: kurt.tingdal@offecct.se

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