OFFECCT

SMALLROOM – a sofa for plants, activities and spatiality



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Offecct's earlier collaboration with Dutch designer Ineke Hans resulted in the very successful acoustic panel SOUNDWAVE Geo, which was awarded the prestigious Red Dot Design Award.

For 2012 Offecct asked Ineke Hans to design a sofa along the lines of last year's successful O_2ASIS initiative. O_2ASIS is a collection of design products which together with flowers and plants increase and add value to interiors.

The result is SMALLROOM, a sofa that can be used together in different modules or standing alone.

The design of SMALLROOM is characterized by a "box" on the side which can be used for placing plants or as a working surface with optional power devices.

– The series SMALLROOM contains only a few elements, but provides for many different possibilities and variations, says Ineke Hans.

The back of the sofa can be compared to a high wall functioning as a sort of protection when one is seated, and creates the impression of a smaller room. However, the height of the back is not compromising with the volume of the surrounding room.

– The cooperation with Ineke Hans has been very rewarding and after the success with SOUNDWAVE Geo we are happy that SMALLROOM fits so well into our O_2ASIS concept, says Kurt Tingdal, CEO, Offecct.



SMALLROOM is offered with different back and side heights, which provide the architect a possibility to create environments that evoke interest, through the help of different dimensions. In contemporary office environments one often talk about active areas; where different kinds of work, conversations and meetings can take place. SMALLROOM is developed in accordance with this and invites individually or group activities at work.

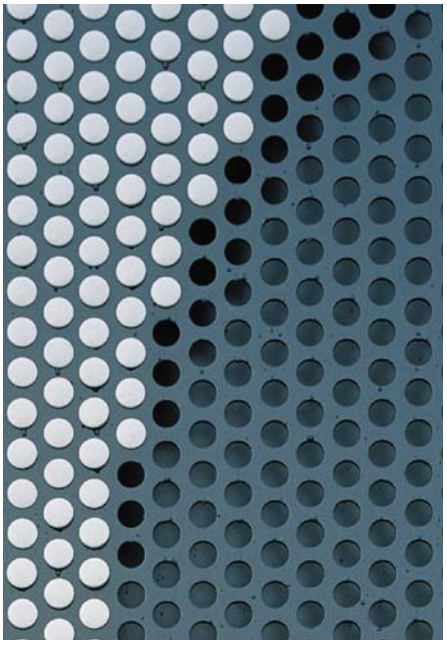


About Ineke Hans

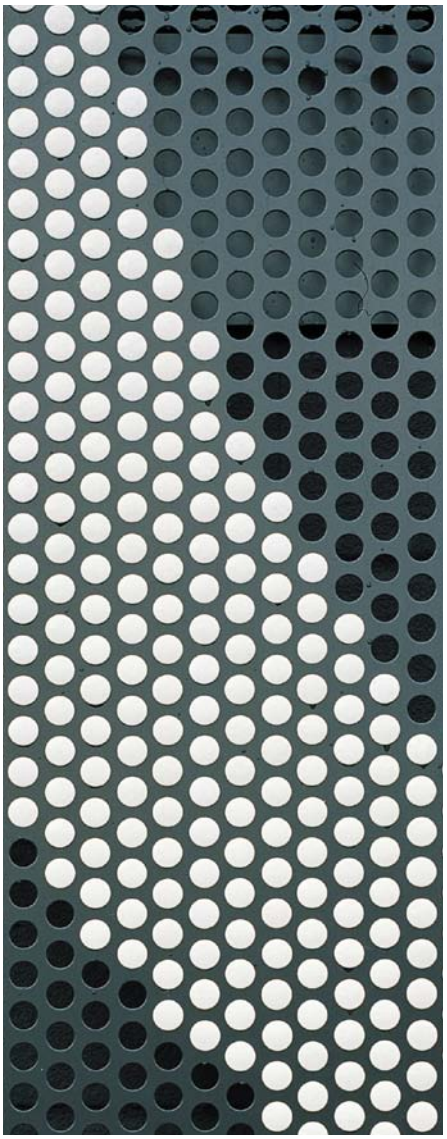
Ineke Hans has a degree from Royal College of Art in London and founded the design agency INEKEHANS/ARNHEM the Netherlands in the end of the 1990s. Ineke Hans works with a great number of different projects like furniture, product design and jewelry.

While new technology and new materials are important in Ineke Hans's design, there is often a stroke of poetry in her designs. Ineke Hans has received a great number of awards, among others the Red Dot Awards and Design Plus Awards.

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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 a turnover of SEK 115 million. More than 50% of the turnover 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 Responsibility (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.

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