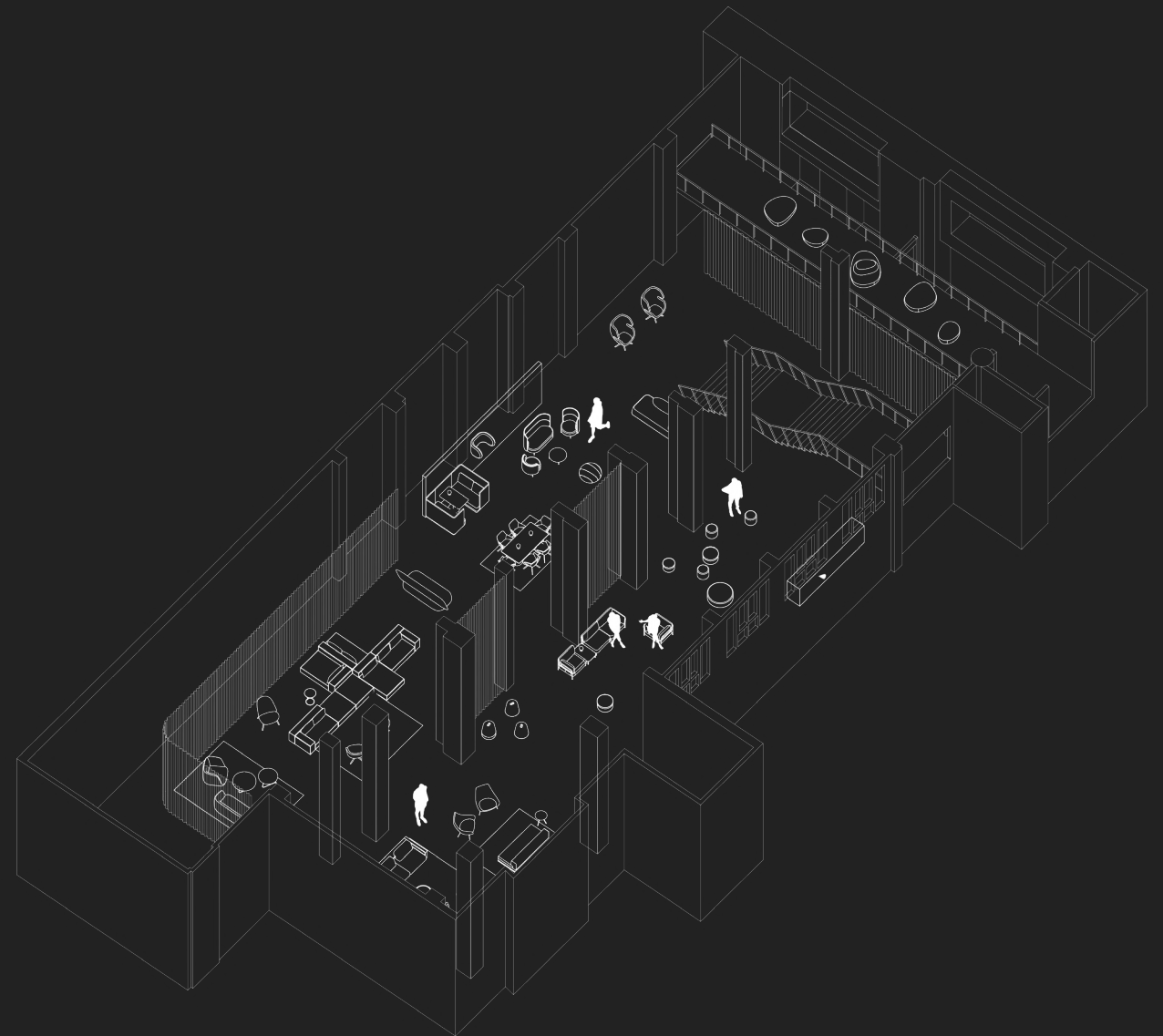


NEWS 2023

3daysofdesign

SOFT
LINE

3days*of*design



SOFTLINE

rolls out new furniture collection
at 3daysofdesign 2023

The Denmark-based furniture design company SOFTLINE presents its brand new furniture collection during the 3days of design festival 2023 in Copenhagen.

The SOFTLINE pop-up showroom at the raw and rustic venue PRESSEN at Rådhuspladsen 37 in Central Copenhagen has been turned into an inspiring design universe filled with new releases: lounge chairs, sofas, modular sofas, sofa beds and even an alcove system.

“Our team of talented and esteemed designers has worked tirelessly to create our new collection of functional and high-quality furniture, and we are proud and honored to be able to launch the new designs at our Danish home base,” said Finn H. Sørensen, CEO of SOFTLINE. He added:

“We have created and produced innovative design furniture for a global market since 1979, and we continue to build out our brand and our product offerings with the ultimate goal of being a preferred resource for design furniture for offices, public spaces and domestic interior worldwide”.

Among the SOFTLINE furniture launches at the 3daysofdesign 2023 festival are the new ‘JOE’: series of soft, flexible seating furniture based on strong shapes, geometric curves, and clear lines designed by the German design team Böttcher and Kayser, and the in&outdoor modular sofa ‘CLUB’, designed by the award winning Spanish designer Javier Moreno, from Bambú Studio.

SOFTLINE also launches new and exciting textiles and colours, carefully selected to inspire, and spark your creativity, so you can find the mix of furniture, fabrics, and style that matches your vision.

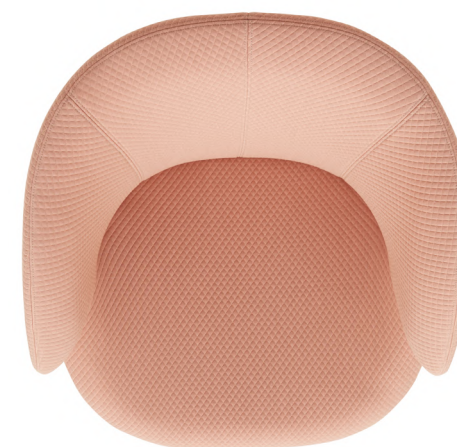


VISTA

Design by Busk + Hertzog

VISTA is an upholstered lounge chair with a swivel base. The simple, yet distinctively inviting design makes VISTA a highly versatile piece of furniture that will fit into any interior design concept, whether in the living room, hotel lobby, office, or hospital. The timeless and elegant design, combined with VISTA's generous proportions and integrated armrests, provides a luxurious seating comfort with multiple seating positions, making even longer stays a pleasant experience.

VISTA is the first launch from a brand-new upholstery series that will meet all soft seating needs across the company, business, or home with thorough and comfortable design – without ever compromising on aesthetics or functionality.



Dimensions (cm)
L74 D74 H72 SH40 / 33



JOE

Design by Böttcher and Kayser

JOE is a series of soft, flexible seating furniture based on strong shapes, geometric curves, and clear lines. The centrepiece of the series is a circular pouf with slim legs. All seating elements are embraced by a light back wall that serves as a protective shell and creates comfort and privacy for relaxation or private conversations in hotel lobbies, lounge areas, libraries, or modern offices spaces. The soft backrest cushion provides maximum comfort. The family of seating poufs, sofas and armchairs are completed by a matching coffee table with the same floating appearance.



Dimensions (cm)

Chair, Low Back	L82 D78 H79 SH45
Chair, High Back	L82 D78 H130 SH 45
Sofa, Low Back	L159 D78 H79,5 SH45
Sofa, High Back	L159 D78 H130 SH45
Pouf Small	Ø 74 H 45
Pouf Large	Ø 149 H 45
Table	Ø 74 H 21,5





RON

Design by Sascha Sartory

Open and dynamic spaces need flexible seating solutions. Like RON for example; a small upholstered pouf/stool that is a must-have in situations where additional seating is needed. The design is inspired by thimbles, and the conical shape with a hollow inside allows for easy stacking and space-saving storage. An elliptical ergonomic cut-out on the top surface allows you to carry the lightweight pouf around easily and move it as needed. The clean and elegant overall appearance blends well with many different spaces like offices, common areas and hotels, but RON will also be a functional and aesthetically pleasing addition to the interior in private homes.



Dimensions (cm)
Ø 55 H 47 SH 47



CLUB

Design by Javier Moreno | Bambú Studio

Club sofa has been designed with simplicity and usefulness in mind and will transform any outdoor or indoor space thanks to its simple modular character and its durable materials.

This sofa boasts simplicity, with clean lines and a minimalist design that exudes modern elegance. Its thick steel structure ensures durability, able to withstand even the toughest outdoor conditions. The loose cushions add an element of practicality in case of sudden rain.

Club can match any decoration style, since it blends with the environment in a discreet way rather than being too noisy.



Dimensions (cm)

Chair	L94 D81 H77 SH 42
Single Element	L90 D81 H77 SH 42
Element Arm Left	L90 D81 H77 SH 42
Element Arm Right	L90 D81 H77 SH 42
Pouf	L90 D81 H77 SH 42
Table	L81 D53 H25



Downloads

Photos of all SOFTLINE design furniture and designers are available here:

<https://softlinefurniture.com/en/downloads/>

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