



# PRESS RELEASE FLY LOUNGE

2014



# &TRADITION

LAUNCHES

## FLY LOUNGE

BY SPACE COPENHAGEN

&TRADITION PRESENTS A SERIES OF LOUNGE FURNITURE BY THE ANISH DESIGN STUDIO SPACE COPENHAGEN LAUNCHING AT SALONE DEL MOBILE IN MILAN.

2013

“We wanted to make a sofa which had the character of being a piece of furniture, with sculptural elements and wood,” explain Signe Bindslev Henriksen and Peter Bundgaard Rützou, founders of SPACE Copenhagen. “At the same time, it had to be very comfortable.”

The FLY series has achieved just that – it has a sculptural feel while not sacrificing any of its comfort. The series has generous proportions and is made up of two sofas and an armchair which can be used together or separately. It references classic Nordic styles and techniques, like the comb-back slatted backrest, organic shapes, and solid craftsmanship. At the same time, the FLY series balances tradition and innovation that we champion as a brand. Series has a cutting-edge modern lounge look, achieving a subtle balance between tradition and innovation that we champion as a brand.

One of the sofas in the series comes with side tables built to form part of the frame. Lending humorous literacy to the name FLY, they extend from each side of the sofa like wings.

SPACE Copenhagen has a unique way of combining their awareness of tradition with an avant-garde, international outlook”, says Martin Kornbek Hansen, brand director of &tradition. “We are very proud to introduce the FLY series, as it perfectly epitomises that unique equilibrium.”

SPACE Copenhagen is a Danish architecture and design studio started by Signe Bindslev Henriksen and Peter Bundgaard Rützou in 2005, famed for creating interiors for restaurants such as the world-famous NOMA in Copenhagen. Working broadly within the fields of interiors, art direction, furniture and product design, SPACE Copenhagen has worked for an array of leading international clients. The FLY series is &tradition's first collaboration with SPACE Copenhagen.

&tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique library of furniture and lighting spans from the 1930s to the present day and includes designs by internationally renowned designers.

<b>Product category</b>	Sofa with side tables
<b>Materials</b>	Oak frame and base. CMHR foam and feather pillows. Fabric upholstery.
<b>Dimensions (cm/in)</b>	Sofa with side tables: H: 700mm x D: 800mm, L: 2400mm. Sofa without side tables: H: 700mm x D: 800mm, L: 1620mm. armchair: H: 700mm x D: 800mm, L: 870mm. Seating height on all models is: 400mm.
<b>Colors</b>	White oiled oak/Chivasso Hot Madison (CH1249/094), Harald 2 242. Smoked oiled oak/Chivasso Hot Madison (CH1249/093), Herald 2 792. Other fabrics available on request.
<b>Design year</b>	2014
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