



PRESS RELEASE
FLY CHAIR ^{SC10}

2017



&TRADITION

LAUNCHES

FLY CHAIR SC10

BY SPACE COPENHAGEN

ENDEARING IN SIZE AND SHAPE, THE FLY CHAIR SMALL IS THE NEWEST ADDITION TO THE FLY LOUNGE SERIES DESIGNED BY SPACE COPENHAGEN FOUNDERS SIGNE BINDSLEV HENRIKSEN AND PETER BUNDBGAARD RÜTZOU.

2017

The Fly Lounge Series was created with the ultimate comfort in mind. The lovely loose cushions that comprise the back can be arranged and re-arranged to suit your personal preferences. The design alludes to a Nordic aesthetic, such as the slatted back, the handcrafted solid oak frame and the organic shaped elements.

“We like the idea that comfort comes first,” says &tradition Brand Manager Martin Kornbek Hansen. “With the Fly Chair Small, it’s a modern design that encompasses classic woodworking techniques drawing on the beauty of natural materials destined to age gracefully over time. The epitome of tradition fused with innovation.”

SPACE Copenhagen is an architecture and design studio founded by Signe Bindslev Henriksen and Peter Bundgaard Rützu in 2005, famed for creating interiors for high-end hotels, such as 11 Howard in New York and five-star D’Angleterre in Copenhagen, as well as Michelin star Restaurant Noma and a long list of impressive clients with projects involving furniture, design objects and interiors reflecting their love of natural materials and elegant angle on atmosphere.

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

Product category	Lounge chair
Production Process	The Fly range is hand built from solid oak and oak veneer using traditional woodworking techniques. The pillows are made from CMHR foam and feather and upholstered in fabric.
Environment	Indoor
Materials	Oak frame and base. CMHR foam and feather pillows. Fabric upholstery
Dimensions (cm/in)	H: 70cm/27.6in, W: 77cm/30.3in, D: 74cm/29.1in. Seat height: 40cm/15.7in
Colours	White oiled oak with Chivasso Hot Madison (CH1249/094), Smoked oiled oak with Chivasso Hot Madison (CH1249/093), Smoked oiled oak with Harald 182
Design year	2017
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PRODUCT



FRAME



White oiled oak

FABRIC



Chivasso Hot Madison
(CH1249/094)
In Stock



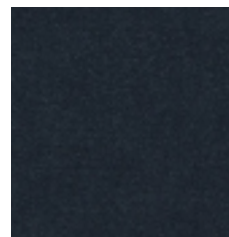
Smoked oiled oak



Chivasso Hot Madison
(CH1249/093)
In Stock



Smoked oiled oak



Harald 2 182
In Stock