

ARTIFACTS

ARTIFORT NEWS | SPRING 2019

416 serie | Kho Liang Ie
Jima | Patrick Norguet
Pala Giro | Luca Nichetto
Clarion | Artifort Design Group

Premiere

Artifort Ox



Artifort®

INSPIRATIONAL DESIGN SINCE 1890

'Designed to stir your emotions when you see it, bring comfort when you sit in it'

Claesson Koivisto Rune



Inspirational design

Creativity enables change. It gives you the strength to experiment, refine and search for the ideal solution. It means looking at an object from a new perspective. And being persistent, because that's what truly brings inspiration to life.

Inspiration is something that we have always had. At Artifort we design furniture of such high quality that it will last a lifetime. And it will never go out of fashion. Creativity, quality and fearlessness are key. That's demonstrated by the strong designs produced by Artifort designers in the 1960s and 70s, as well as by our current generation of designers.

That necessitates close cooperation with inspired partners. This year our renowned designers, material specialists, creatives and craftspeople have been given all the space they need to link their ideas with our advanced production techniques and craft. The results are truly stunning.

One of the new additions is the comfortable Jima chair by designer Patrick Norguet. Particularly noteworthy is the single, flowing line running from the top of the back, via the arms to the bottom of the seat. You could combine Jima with the elegant new table family Clarion for a more refined interior style. We are also delighted to welcome a new member of the Pala armchair family: Pala Giro by designer Luca Nichetto.

In addition we are proud to be reintroducing a Mid-Century Modern masterpiece: the 416 series by Kho Liang Ie. After reassessing the original materials, we are now also offering this timeless icon with a contemporary touch, without detracting from its unique elegance and style.

In other words, the designs in the Artifort 2019 collection challenge you to explore new directions. They are whimsical, inviting, exceptionally versatile and functional. Be inspired, experiment with colours and finishes, and use them to enhance all those special aspects of your own interior style.

Floris van der Lande | Research & Development Director, Artifort
Maurits van der Lande | Sales Director, Artifort
Reinier van der Lande | Operations Director, Artifort

New-Century Modern

The desire to juxtapose modernist design structures with the organic natural environment provides an endless source of inspiration for timeless design. By reinterpreting original elements, we give a sublime design icon a contemporary touch, without detracting from its unique elegance and style.



416 series | Kho Liang le | Design 1960



F416 | Kho Liang Ie | Design 1960

Heritage **416 series**

Kho Liang Ie | Design 1960 | Reintroduction 2019

With the sublime 416 series, designer Kho Liang Ie made a clear statement that was ahead of its time. In his voyage of discovery undertaken within strict social constraints, he sought the contrast between soft materials and rigid structures. This resulted in a modular program that looks remarkable from any angle. Artifort is proud to once again offer this modern masterpiece with all its possibilities.





Kho Liang le was one of the most important influencers and protagonists of the Artifort DNA. In the late 1950s he was appointed as aesthetic director and designer for Artifort. His vision, international contacts and extensive knowledge of design turned Artifort's image to a world-class design brand. Artifort and Kho Liang le introduced distinctive designs and together ensured that the name Artifort became a huge success internationally, both with architects and lovers of design. Through those designs, his influence continues to this day.



C416 | Kho Liang le | Design 1960

Gentle landscapes



Jima | Patrick Norguet | Design 2019 Clarion | Artifort Design Group | Design 2019

New Jima

Patrick Norguet | Design 2019

Form, function, comfort and detail: the new Jima by our French designer Patrick Norguet ticks all the boxes. This sleek, expressive chair will fit seamlessly into different worlds – an office for instance, and a home for sure.

Particularly noteworthy is the single, flowing line running from the top of the back, via the arms to the bottom of the seat. This makes it appear as if the seat cushion is locked in an embrace, providing flexibility and maximum comfort.

Norguet: 'The design concept for the Jima was inspired by the Kalm armchair from 2015. Adding a multifunctional set of chairs to this family opens up new possibilities. This expressive chair is the perfect match for public spaces. You could group several Jimas together in a restaurant, workplace or conference room, lending the space a unique sense of style.'

Jima is available in three versions: a four-legged base, an elegant swivel star-base, and a five-legged height adjustable swivel base with castors. The chair comes in an extensive range of fabrics and colours, inviting you to experiment with any interior style.



Jima | Patrick Norguet | Design 2019 Clarion | Artifort Design Group | Design 2019



Lilla 2.0 | Patrick Norguet | Design 2006

Interview

Patrick Norguet

French designer Patrick Norguet, born in Tours in 1969, is acclaimed throughout the world for combining an exquisite sense of context with a continuous quest for comfort. All of his work reflects a preference for elegant simplicity. Norguet's latest design for Artifort is the Jima chair.



Could you explain that?

'Good design is about more than presenting a sleek, modern design. It's also about embracing the history, culture, marketing and communications of the company that you're designing for. The market for designer furniture is extremely competitive, and the story behind a piece needs to be just right. A good design will succeed because buyers recognise it immediately as an Artifort.'

Where do you get your inspiration from?

'I usually find it impossible to answer this question. My inspiration comes from my day-to-day experiences. From meetings, from colleagues, from machines, from materials... In other words, from a variety of factors that spark my imagination into action.'

What made you collaborate with Artifort again?

'I spend lots of time studying and searching for interesting directions for each new project. My talent, if I have one, is the ability to analyse brands and align my work with their DNA. Perhaps that's why Artifort and I have worked together for almost 20 years.... It is through drawing, my natural tool, that I create a concept, an architecture and a design. It's important that a design speaks for itself. And comfort is the crucial requirement. I love it when a design concept is powerful enough to create a whole family. The Jima chair is inspired by the same expressive lines as the Kalm armchair from 2015.'

What makes the Jima unique?

'The cushion forms the basis for this archetypal design. It brings together both parts of the chair, while ensuring flexibility and comfort. Adding a compact new chair to this family opens up a range of new possibilities. The Jima is an expressive chair with clean lines that will fit seamlessly into different worlds, such as an office or even a home. I love to create products that can bridge two different worlds in this way.'

What was your toughest challenge when designing this chair?

'The challenge for me was to avoid making any concessions during development. I want to ensure the very best quality, right down to the finest details, which means that industrial constraints need to be relaxed. This gives rise to various costs, which must then be reduced. I enjoy tackling this challenge, because you can always devise lots of different solutions to improve the production process and overcome constraints.'

Are you satisfied with the result?

'What I like most about my work is the process. The way in which I can turn ideas for solutions into wonderful products. My passion extends to more than just design. Each completed project motivates me to design an even better project. That passion results in a desire to translate my ideas and experiences into a project, and then bring crafts-people from different fields together to collaborate on it.'

New Clarion

Artifort Design Group | Design 2019

At Artifort, rounded shapes have a special place in our heart. The Clarion is a medley that creatively combines two archetypal trumpet bases and a steel tube, together capable of supporting a tabletop. The central position of the classically designed base gives you maximum freedom of movement.

As a result, this simple design is perfect as a conference table, dining table, bar table or bistro table. Clarion's rounded tabletop is available in a variety of sizes, colours, materials and finishes. You could combine the Clarion with an elegant chair, an inviting barstool or even with luxurious conference armchairs.



Clarion | Artifort Design Group | Design 2019 Andrea | Claesson Koivisto Rune | Design 2018

Modern living

A personal interior style uses objects,
design pieces and accessories to
depict cultural and stylistic explorations.
A powerful mix of vintage and new finds.
Authentic. Original.



Figura | Khodi Feiz | Design 2018 Palladio | Claesson Koivisto Rune | Design 2016

Bras Highback | Khodi Feiz | Design 2016



Pala Giro | Luca Nichetto | Design 2017 Twins | Monika Mulder | Design 2018

Update **Pala Giro**

Luca Nichetto | Design 2017

We are delighted to welcome a new member of the Pala family: the Pala Giro. This contemporary swiveling armchair by Italian designer Luca Nichetto follows the shape of the human body, offering all the comfort of an easy chair. Its new rotating pedestal gives this sleek design a welcoming appeal.

The Pala Giro invites you to forget your troubles and lose yourself in complete and utter relaxation. As a special detail, the design features decorative stitching that follows its flowing lines. The Pala Giro is ideal for a range of different rooms, at home, as well as hotels, restaurants and lounges.

Nichetto: 'When we were designing Pala, I researched what kind of posture our body engages when completely immersed into a relaxed environment. With Pala, I've created an armchair which reflects that shape. Pala represents the imprint of the human body.'





Vega | Jasper Morrison | Design 1997 Twins | Monika Mulder | Design 2018

Chaise Longue | Geoffrey D. Harcourt RDI | Design 1970 Moby | Tej Chauhan | Design 2018



Big Mushroom | Pierre Paulin | Design 1960



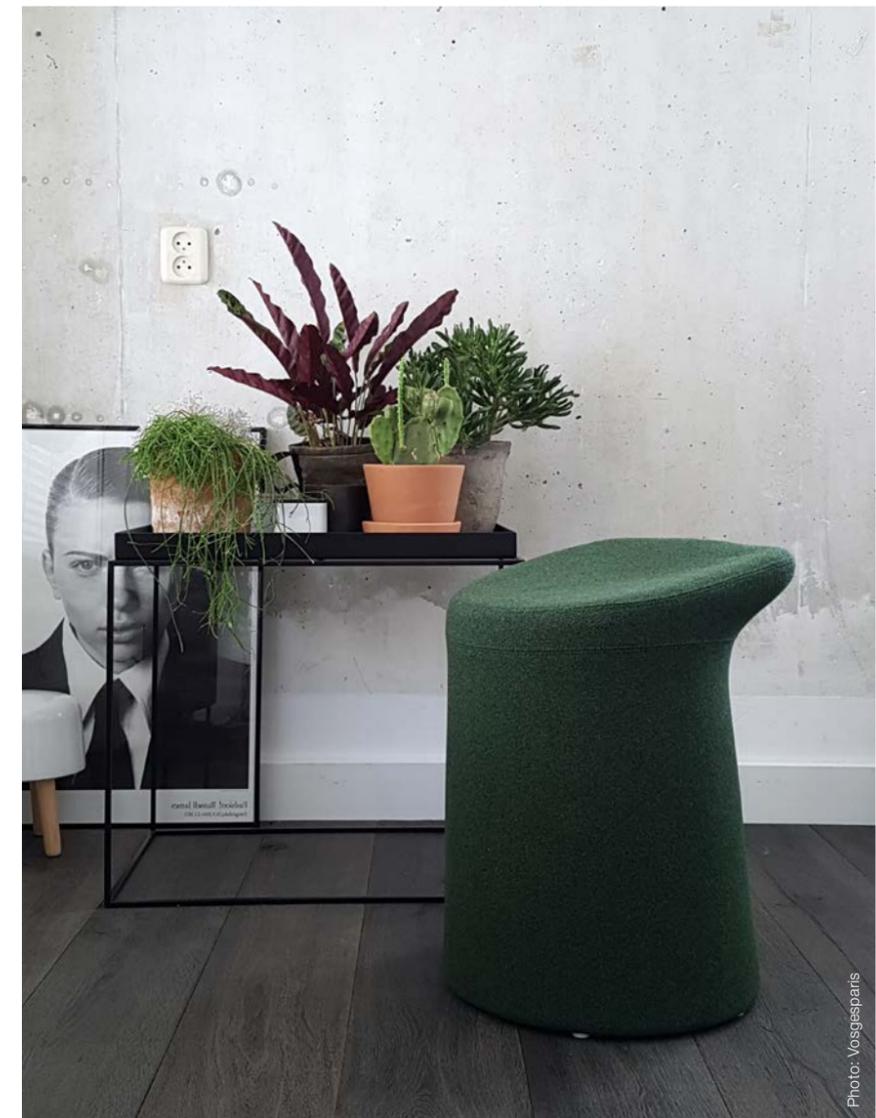
Figura | Khodi Feiz | Design 2018 Balans Mini | Khodi Feiz | Design 2018

Untamed Visions



Perching (2016) by Studiooise in the home of blogger Desiree Groenendal, Amsterdam.

Artifort's approach combines innovative, colourful and timeless designs with recognisable elements. Working closely with our worldwide partners, our mission is to give your home, office, conference room, hotel or restaurant a welcoming, timeless ambience that will conquer hearts, make people feel at home and inspire them to achieve their very best.



Lilla 2.0 (2006) by Patrick Norguet.



Mushroom (1960) by Pierre Paulin in the home of blogger Theo-Bert Pot, The Hague.



F585 (1967) by Geoffrey D. Harcourt RDI.

René Holten



'It's wonderful if I can design something that makes people's lives a little more beautiful and enjoyable. Shark is a chair that surrounds you and gives you space to sit as you please - upright and straight or relaxed and reclined. Its excellent comfort and strong visual appeal make this a timeless chair.'



Shark | René Holten | Design 2011

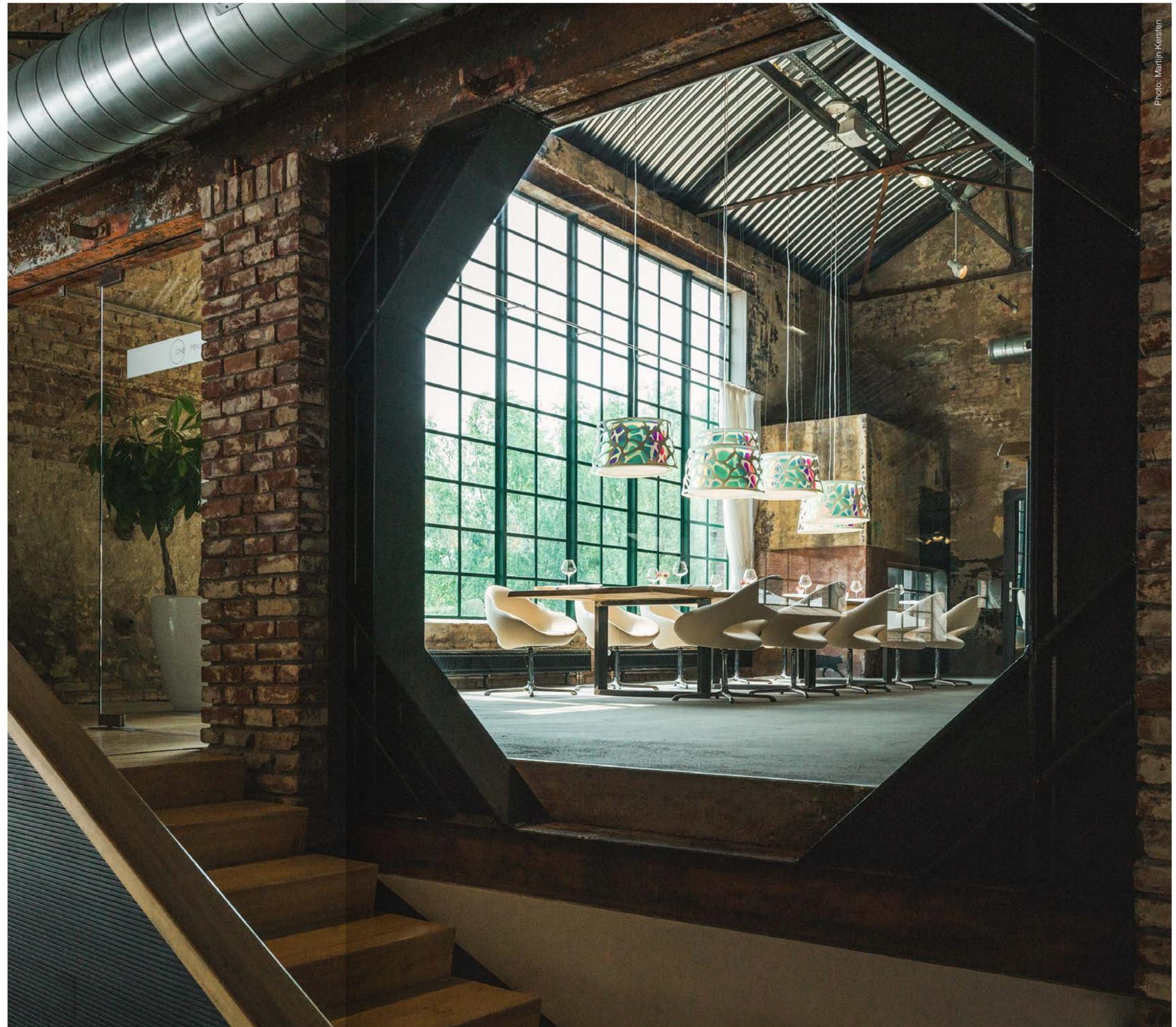


Photo: Martijn Kersten

Restaurant One, Roermond. Interior Design: Studio Ni & Puur Binnenhuisarchitectuur.

'Terp blends pure geometry with soft forms that rise gently from the landscape.'

Mike & Maaike

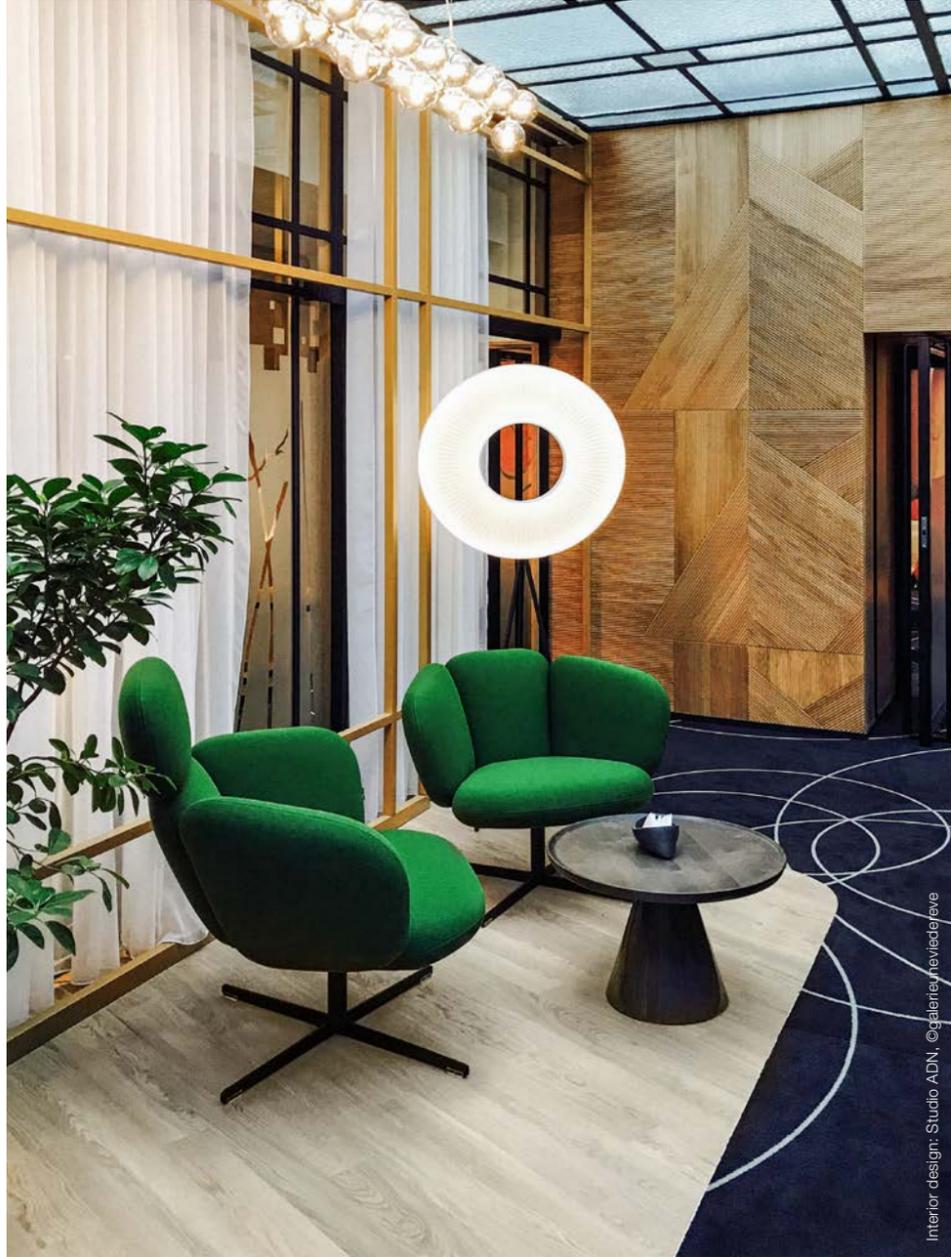


Terp | Design 2018



Interior Design: Studio Chloé Nègre. Photo: Hervé Gozula

Little Tulip (1965) by Pierre Paulin at hair salon Delphine Courteille, Paris.



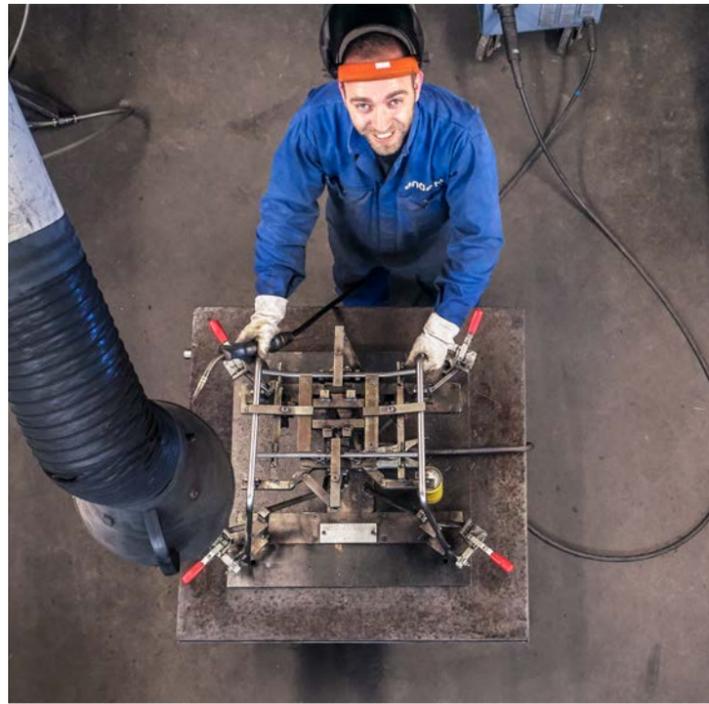
Bras Easy Chair (2015) and Bras Highback (2016) by Khodi Feiz in Michelin-star restaurant L'hostellerie du Chapeau Rouge owned by William Frachot, Dijon.



Mood Active (2014) by René Holten in the office of Artifort partner TwoWork, Veghel.

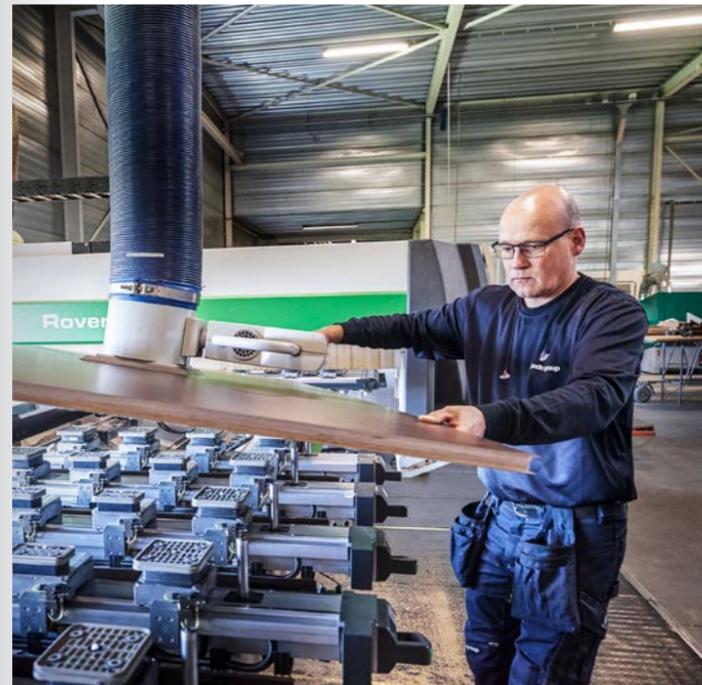
Industrial craft

Passionate about craftsmanship



'Design is not just what it looks like and feels like. Design is how it works', Steve Jobs once said. In our opinion, he hit the nail on the head. Our furniture makers go to great lengths when refining the comfort, details and functionality of our furniture. This aspect of design is not just about good taste; it's also a matter of patience, precision and craftsmanship.





Artifort has been making high-end, durable furniture since 1890. Thanks to our timeless designs, high-quality materials and energy-efficient production techniques, our furniture meets the very highest sustainability standards. Our furniture makers, welders, upholsterers, carpenters and foam moulding specialists hand-make all of the individual parts of our renowned armchairs, such as the Orange Slice and the Bras Easy Chair. All of this work is done in our industrial yet small-scale production locations in the Netherlands and Belgium.

Our furniture makers and upholsterers draw on their craftsmanship to bring our designs to life. It's worth noting that all of our manufacturing tools, such as welding and measuring templates, are developed and manufactured in house. As a result, our lead times are relatively short, even when we're taking the most complex sketches and turning them into carefully crafted items of furniture.

With precise attention to detail, our craftspeople weld the curved frames of all of our armchairs. The seat foam is applied at just the right level of tension. Tabletops and seats are painstakingly milled by our high-end carpentry department. Our upholsters carefully cover the foam furniture elements with fabric, ensuring that they seamlessly follow the natural lines of the design. The end result is beautiful and durable furniture with the unmistakable Artifort DNA.

Thanks to our team's eye for detail at every stage of the process, our furniture is manufactured soundly and will last a lifetime. Design is all about knowledge, ability and skill. We are passionate about our craftsmanship. About loving what we do and about having the creativity to keep developing and perfecting our creations. For us, craftsmanship is the bridge between dreams and reality.



Fast Delivery Collection

A fast delivery programme including many cherished Artifort models, which can be manufactured at our production location in an accelerated production lead time of just 4 weeks.

View the collection www.artifort.com/fastdelivery



Events

2019

Salone del Mobile, Milan
9 - 14 April

ICFF, New York
19 - 22 May

NeoCon, Chicago
in partnership with Studio TK, Teknion
10 - 12 June

2020

IMM, Cologne
13 - 19 January

Colofon

An ode to our creative partners who worked on this edition.

Concept: Vuurland
Art-direction: Feiz Design Studio
Photography: Studio van Assendelft
Lay-out: Jeroen van der Wielen
Printing: Bek

Photography cover image and Artifort highlights (pages 6 - 31)

Concept, art-direction & styling
Kamer 465
Anya van de Wetering
Marie-Claire Lambalk

Interior photography: Inga Powilleit
Product photography: Studio van Assendelft

Art & Decoration
OODE, Amsterdam
Serax

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The collection

Pierre Paulin

Pierre Paulin (1927, Paris, France) made a considerable impression with a contemporary shell fauteuil, at an international show organized by Kho Liang Ie. Shortly after the show, he became a freelance designer for Artifort. This marked the beginning of a long and fruitful collaboration. What makes his designs so distinctive is their striking sculptural shape, which earned Paulin many prizes worldwide. His work remains timeless and progressive even today. This is not form for form's sake, but applied design. With comfort as the constant starting-point. Artifort still includes many of Paulin's designs dating from 1960s and 1970s in its permanent collection.



Ribbon | Pierre Paulin



Orange Slice | Pierre Paulin



Orange Slice Jr. | Pierre Paulin



Orange Slice table | Pierre Paulin



Tulip | Pierre Paulin



Tulip Midi | Pierre Paulin



Little Tulip | Pierre Paulin



Little Tulip | Pierre Paulin



Big Mushroom | Pierre Paulin



Mushroom | Pierre Paulin



Mushroom Jr. | Pierre Paulin



Mushroom P | Pierre Paulin



Moulin | Pierre Paulin



Butterfly | Pierre Paulin



Oyster | Pierre Paulin



Tongue | Pierre Paulin



Globe | Pierre Paulin



Little Globe | Pierre Paulin



Le Chat | Pierre Paulin

Heritage Collection **Kho Liang le**

Kho Liang le (1927, Magelang, Indonesia) came to the Netherlands around 1949, where he trained as an interior designer and designer at the Rietveld Academy. In 1958 he was appointed aesthetic consultant and designer at Artifort. His contribution shifted Artifort's focus to the top of the international market. Kho Liang le attracted foreign designers such as Pierre Paulin and Geoffrey D. Harcourt RDI, which have made their influence noticeable right up to the present day. As an interior designer, Kho Liang le made his name with his design for Amsterdam Airport Schiphol in the 1960's. His work reflects purity, warmth and freedom.



Chaise Longue | Geoffrey D. Harcourt RDI



F141 | Geoffrey D. Harcourt RDI



F154 | Geoffrey D. Harcourt RDI



F978 | Geoffrey D. Harcourt RDI



F511 | Geoffrey D. Harcourt RDI



F585 | Geoffrey D. Harcourt RDI



F587 | Geoffrey D. Harcourt RDI

Heritage Collection **Geoffrey D. Harcourt RDI**

Geoffrey D. Harcourt RDI (1935, London, England) trained at the Royal College of Art in London. In 1962, he designed his first series of small office fauteuils for Artifort. His designs introduced Artifort to the international market for contract design. In the beginning, Harcourt designed mostly seats for reception areas. His first design for Artifort, the 042 series, was an immediate international success. His philosophy is that the chair should focus on the person and not the other way around. Harcourt won many prizes and in 1978 he was awarded the title of 'Royal Designer for Industry'.



F416 | Kho Liang le



C416 | Kho Liang le



C684 | Kho Liang le



C683 | Kho Liang le



070 | Kho Liang le



'A soft and fluid design that is both comfortable to sink into and elegant to look at.'

Khodi Feiz



Figura | Design 2018

Chairs



Andrea | Claesson Koivisto Rune



Beso | Khodi Feiz



Beso | Khodi Feiz



Gap | Khodi Feiz



New

Jima | Patrick Norguet



New

Jima | Patrick Norguet



Little Apollo | Patrick Norguet



Little Globe | Pierre Paulin



Little Tulip | Pierre Paulin



Megan | René Holten



Mood | René Holten



Moulin | Pierre Paulin



Nina | René Holten



Paco | Gerard Vollenbrock



Patch | Jacco Bregonje



Shark | René Holten



Zuma Low Back | Patrick Norguet



Zuma High Back | Patrick Norguet

Armchairs



F416 | Kho Liang Ie



Andrea Lounge | Claesson Koivisto Rune



Apollo | Patrick Norguet



Le Chat | Pierre Paulin



Libel | René Holten



Megan Lounge | René Holten



Mare | René Holten



Apps | Richard Hutten



Beso Lounge | Khodi Feiz



Big Mushroom | Pierre Paulin



Boson | Patrick Norguet



Mushroom | Pierre Paulin



Niloo | Khodi Feiz



Orange Slice | Pierre Paulin



Oyster | Pierre Paulin



Bras Easy Chair | Khodi Feiz



Bras Highback | Khodi Feiz



Butterfly | Pierre Paulin



F141 | Geoffrey D. Harcourt RDI



Pala | Luca Nichetto



Pala Giro | Luca Nichetto



Pinq Lounge | René Holten



Pinguin Limited Edition | Theo Ruth



F154 | Geoffrey D. Harcourt RDI



F511 | Geoffrey D. Harcourt RDI



F585 | Geoffrey D. Harcourt RDI



F587 | Geoffrey D. Harcourt RDI



Ribbon | Pierre Paulin



Rocking Chair | Geoffrey D. Harcourt RDI



Swamp | Michiel van der Kley



Tongue | Pierre Paulin



F978 | Geoffrey D. Harcourt RDI



Gemini | UNStudio - Ben van Berkel



Globe | Pierre Paulin



Kalm | Patrick Norguet



Tulip | Pierre Paulin



Tulip Midi | Pierre Paulin



Vega | Jasper Morrison



Zuma High Back | Patrick Norguet

Sofas

New



070 | Kho Liang le



C416 | Kho Liang le



691 | Artifort Design Group



905 | Artifort Design Group



905 Comfort | Artifort Design Group



Big Island | Anderssen & Voll



Bono | Diplomat U.K.



Bras | Khodi Feiz



C683 | Kho Liang le



C684 | Kho Liang le



Chaise Longue | Geoffrey D. Harcourt RDI



Diva | Karel Boonzaaijer - Dick Spierenburg



Figura | Khodi Feiz



Ondo | René Holten



Lex | Patrick Norguet



Mare loose cushion | René Holten



Mare fixed cushion | René Holten



Manhattan | Patrick Norguet

Barstools

New



Andrea | Claesson Koivisto Rune



Beso | Khodi Feiz



Beso | Khodi Feiz



Nina | René Holten



Little Apollo | Patrick Norguet



Little Tulip | Pierre Paulin



Perching | Studioilse

Tables

New



Clarion | Artifort Design Group



Palladio | Claesson Koivisto Rune



Stars | Toine van den Heuvel

Complements



Balans | Khodi Feiz



Balans Mini | Khodi Feiz



Mare T | René Holten



Extens | Khodi Feiz



Gemini | UNStudio - Ben van Berkel



Lilla 2.0 | Patrick Norguet



Moby | Tej Chauhan



Mushroom P | Pierre Paulin



Mushroom Jr. | Pierre Paulin



Orange Slice Jr. | Pierre Paulin



Orange Slice table | Pierre Paulin



Pala P | Luca Nichetto



Palladio | Claesson Koivisto Rune



Palladio Shelves | Claesson Koivisto Rune



Perching | Studioilse



Terp | Mike & Maaïke



Terp | Mike & Maaïke



Twins | Monika Mulder

Leather



Artifort Ox Passion | 5200



Artifort Ox Pure White | 5000



Artifort Ox Elephant | 5290



Artifort Ox Hazelnut | 5100



Artifort Ox Warm White | 5518



Artifort Ox Storm | 5310



Artifort Ox Cognac | 5080



Artifort Ox Sahara | 5320



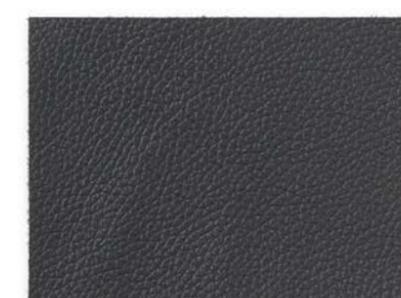
Artifort Ox Atlantic | 5431



Artifort Ox Camel | 5110



Artifort Ox Stone | 5522



Artifort Ox Black | 5300

Artifort Ox

At Artifort we have always carefully selected the aesthetic and functional properties of the fabrics we use to upholster our armchairs and sofas. This reflects our passion for colour and quality. New to our range is Artifort Ox, a high-end pigmented leather programme developed exclusively for Artifort.

Due to its elasticity and uniform look the Artifort Ox lends itself to fit perfectly on our design sofas and armchairs. This pigmented, fine-grain leather has a soft and pleasant feel, and comes in a carefully selected palette of 12 natural hues. The result is a luxurious, elegant look.

The quality of Artifort Ox is primary linked with the raw material. It begins by selecting the best European hides for then be enhanced by the tanning and processing carried out entirely in Italy. Artifort Ox is available in price group EE.

Benefits of pigmented leather

Pigmented leather is very durable

Pigmented leather is soil-resistant

Pigmented leather is suitable for intensive use

Pigmented leather has a comfortable and soft feel

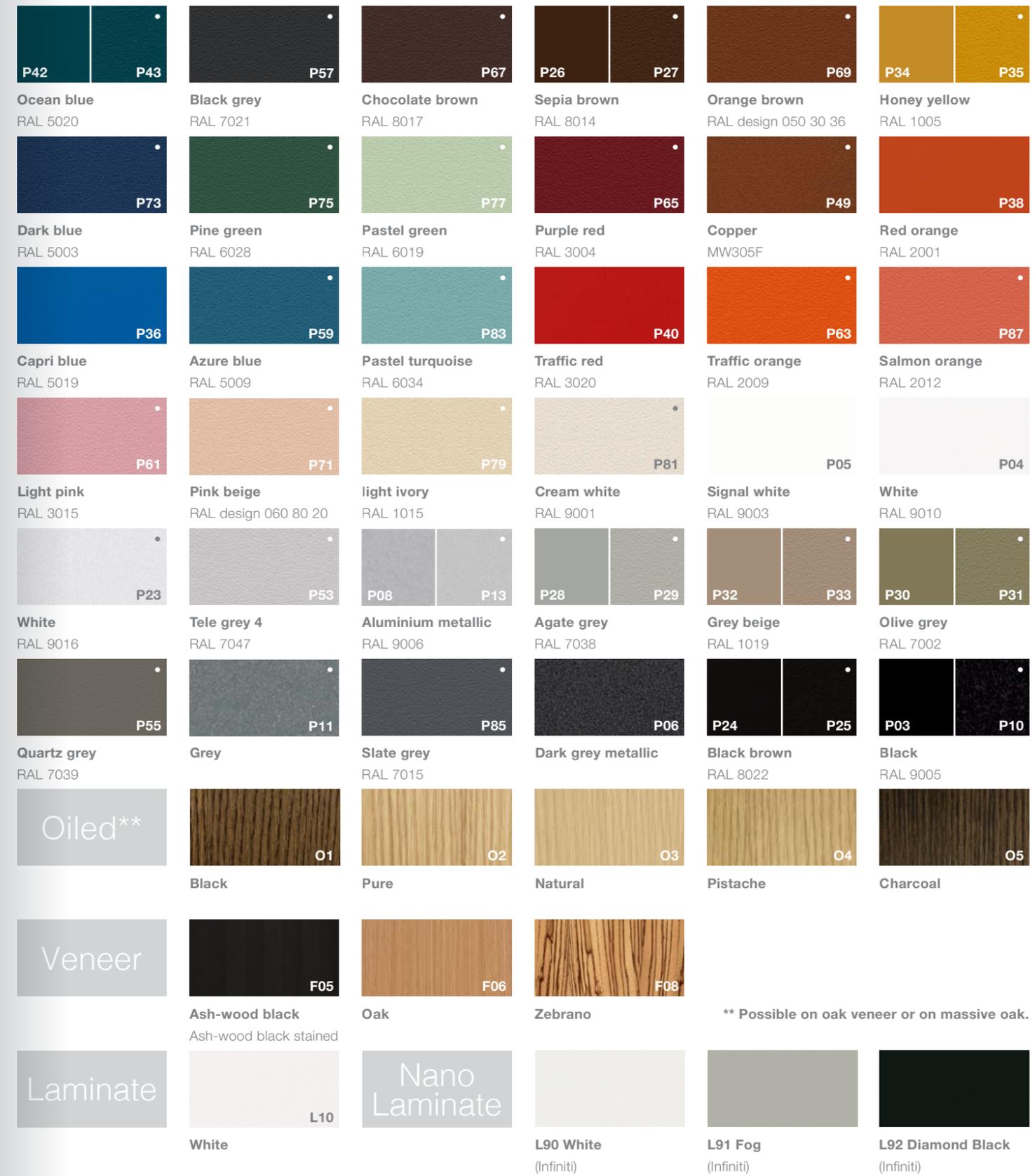


Fabrics



Powder Coat, Wood, Lacquer and Laminate

• Structure



Our Designers:

Anderssen & Voll
Boonzaaijer & Spierenburg
Claesson Koivisto Rune
Diplomat U.K.
Geoffrey D. Harcourt RDI
Gerard Vollenbrock
Jacco Bregonje
Jasper Morrison
Kho Liang le
Khodi Feiz
Luca Nichetto
Michiel van der Kley
Mike & Maaïke
Monika Mulder
Patrick Norguet
Pierre Paulin
René Holten
Richard Hutten
Studioilse
Tej Chauhan
Theo Ruth
Toine van den Heuvel
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