

PRESS RELEASE

We are pleased to be a part of the exhibition at Material matters during London Design Festival. The exhibition is an extension of Grant Gibsons award-winning podcast of the same name.

Fora Forms exhibition will be located on the 3rd floor of Bargehouse, and we will be showing a variety of furniture from our collection, adding some of our newest additions such as Senso Frame, Atrium- and Dwell chairs. Through the selected items we hope to be able to shine light on why the material intelligence truly matters, and how they may be a part of shaping our future, together with our furniture.



Senso Frame sofa

Atrium - the new allround chair

Through several years of development, the designers have created a well-crafted chair with character. The chair challenges the classic all-purpose chairs and allows customers to choose the new standard. Whether it is wooden legs or wheels, colorful or toned down.

- Atrium is created for big occasions and the small moments. It is a chair with almost endless combinations, says Pål Eid-Hviding, Head of marketing at Fora Form.

- It is a simple, yet elegant chair where we have pressed the materials to the extreme, both steel and plywood, to bring out the clean lines and excellent comfort, says Torbjørn Anderssen from Anderssen & Voll, who are the designers behind both Atrium and Senso Frame.

New variant of the bestseller

In addition to the Atrium, Senso is launched in a new edition; Senso Frame with wooden slats.

Sometimes you need to retire without losing the overview. Senso Frame offers many of the same

features as the rest of the Senso collection, but now also has a functional wooden slated wall.

- The wooden slated modules are an important part of Senso Frame. With the slats, we wanted to create a certain intimacy and security without closing off completely, says Torbjørn Anderssen.

- Letting people sit in peace is a lot about seeing that there are actually people sitting there. With the wooden slats in the Senso Frame, you divide the room without losing the overview, says Eid-Hviding.

Classic

- We are very excited about the reception of both Senso Frame and Atrium. The Senso collection has become almost like a classic to the Norwegian contract market, so we are excited about how an update of Senso is received, says Anderssen.

- Atrium has so many possibilities and can be used in so many ways, everything from canteen chair to light work chair, so it will be exciting to see how the market receives it, Anderssen concludes.



Atrium chairs

fora 1929 form

City

The City chair has been a best-seller since the '50s, and even won Norsk Industri's classic award in 2020. Now we are taking the success of the City chair into the future. We are cherishing all that is near and raw, making the leather upholstery available in three natural colors: Prescott Swamp, Chestnut, and Black Ink.



City chair

Warmth and safety

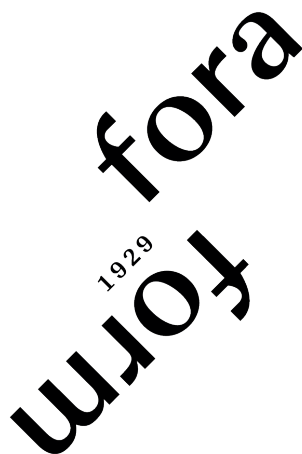
Dwell,- an organically shaped timeless chair with design references from the 20s and 30s. A chair that with its enveloping shape provides warmth and safety into the meeting room, or the

rocking playfulness in a breakout zone.

Great function, combined with well thought out design makes Dwell a perfectly comfortable chair. Dwell is a spacious chair that provides room to shift positions and with armrests that gives you a feeling of being protected. Dwell has several types of bases; from the fun rocker base, the sled base with an unexpected twist and a star base that gives optimum conference comfort. These variations allow the chair to act as a solo artist or play with multiple chairs without stealing all the attention. Small, customized touches will make a big difference to the chair's expression. The chair series allows for customized color coated bases, and of course Fora Forms range within fabric alternatives. A chair that can live from lounge to conference.



Dwell chairs



About Fora Form

Fora Form is one of Scandinavia's largest furniture manufacturers for breakout zones where people meet. Our vision is to facilitate interactions in four focus areas: Eat together, work together, breathe together and experience together.

Since the 1950s, we have used design as a strategic tool to create good meeting places in contract market.

Through innovation and good design, we will create good interactions wherever people meet in the future.

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