



## Jin by Jin Kuramoto.

## A light, strong and bio-based chair by Jin Kuramoto for Offecct.

The Jin chair garnered a great deal of attention when it, as a prototype under development in Offecct Lab, was exhibited at the

Salone del Mobile in Milan in 2017.

Now it is part of Offecct's range presented in biobased flax fibre, and an upholstered version is being planned 2018.

– The material discussions with Jin Kuramoto were held for several years. Numerous experiments were carried out. Flax fibre (Linen) has the advantage of being biological, strong and light, explains Offecct's Design Manager Anders Englund. Add to that Jin Kuramoto's ingenious construction and futuristic design, and there were many reasons why Jin attracted as much attention as he did.

The unique structure of Jin has ideally been realized by shaping thin layers of Flax fibres on top of each other, forming a strong shell around a core of air, making the surface the actual structure of the chair. Offecct is also planning to launch Jin with upholstery during 2018.

## Jin Kuramoto

The studio applies its strong, clear and innovative design philosophy to products in the furniture, home electronics, automotive and daily necessities markets. Jin Kuramoto graduated from Kanazawa College of Art in 1999 and founded his own design studio in Tokyo in 2008. The studio applies its strong, clear and innovative design philosophy to products in the furniture, home electronics, automotive and daily necessities markets. The studio's clients include brands such as Arflex Japan, Toyota, Nikon, Sony, Audio-Technica and Honda.



# OFFECCT

## About Offecct Lab

In Offecct Lab, Offecct collaborates with designers to explore new materials, product types and design expressions that meet new needs in ever-changing market segments. The process is an important part.

### Contact

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Images access: [www.offecct.com/press](http://www.offecct.com/press)

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### Social media

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### About Offecct

Offecct AB is a Swedish entrepreneur-led company with its headquarters and production in Tibro, Sweden. The company was founded in 1990 by Kurt Tingdal (CEO) and Anders Englund (Design Manager). They are both still actively involved in the company. The Group has 75 employees and a target for 2018 of SEK 188 million. 50% of all sales comprise exports to more than 50 countries. Our business is run in our own production which have a total area of around 20,000 m<sup>2</sup>. The company has showrooms in Stockholm, Gothenburg and Tibro (Sweden), Oslo (Norway), Copenhagen (Denmark), Milan (Italy), London (UK), Rotterdam (NL). Offecct is, since May 2017, a part of the Flokk Group, an international group focusing on design and development of furniture for working places. See [flokk.com](http://flokk.com).