



Staffan Holm lets craftsmanship shine at Offecct's stand.

Offecct's stand for Stockholm Furniture & Light Fair 2020 has been created by Staffan Holm, one of Sweden's best-known designers, who was recently named Designer of the Year in Residence Magazine's Stora Formpris Award. With warm materials and Japanese influences, Staffan has designed a place for inspiring meetings, which will serve as a calm oasis what is otherwise a hectic environment at the fair.

Staffan Holm



"We have created a stand that combines Japanese minimalism with Offecct's Swedish expression. We wanted to establish an area of calm, where the Scandinavian elements are given a hint of the simplistic style associated with Japanese design, without losing sight of their origins," says Staffan Holm, who has previously worked on projects for clients such as Hem, Abstracta and Japanese furniture brand Ariake.

The materials for the stand were chosen to reflect both Offecct's craftsmanship and its Scandinavian roots. With the help of wood and an enticing color scale, a sense of warmth that unites Offecct's craftsmanship, but also reflects their strong focus on sustainability – one of the company's continuous keywords.

In endeavouring to create an inspirational space, Staffan wants the stand to speak to visitors and be a conspicuous destination at the fair. The combined stand and meeting place at Stockholm Furniture and Light Fair is Staffan's first commission for Offecct.



“I hope that the stand will be a source of inspiration for visitors at the fair and a place they want to return to. This will be a living oasis that integrates my concept with the impressive quality that is a feature of Offecct’s entire collection, as well as new products for 2020,” concludes Staffan.

About Offecct

Offecct AB is a Swedish entrepreneur-led company with its headquarters and production in Tibro, Sweden. Offecct was founded in 1990 by Kurt Tingdal and Anders Englund. Offecct has 75 employees, a 20,000 m2 production facility and a yearly revenue of SEK 150 million. 50% of Offecct’s sales comprise exports to more than 50 countries, and showrooms are situated in Stockholm, Gothenburg, Malmö and Tibro (SE), Oslo (NO), Copenhagen (DK), Milan (IT), London (UK), Rotterdam and Amsterdam (NL), Düsseldorf and Munich (DE), Zürich (CH), New York (US) and Singapore (SG). Since May 2017 Offecct has been a part of Flokk, an international group of companies with a focus on developing furniture for working places. In addition to Offecct the group owns HÅG, RBM, RH, BMA, Giroflex, Malmstolen, Profim and 9to5 Seating.



Contact

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