



# PRESS RELEASE FLY SOFA <sup>SC2</sup>

2013

# &TRADITION

LAUNCHES

## FLY SOFA <sup>SC2</sup>

BY SPACE COPENHAGEN



THE FLY <sup>SC2</sup> SOFA IS DESIGNED BY SPACE COPENHAGEN AND HAS THE CHARACTER OF BEING A PIECE OF FURNITURE, WITH SCULPTURAL ELEMENTS AND WOOD WHILE NOT SACRIFICING ANY OF ITS COMFORT.

2013

“We wanted to make a sofa which had the character of being a piece of furniture, with sculptural elements and wood,” explain Signe Bindslev Henriksen and Peter Bundgaard Rützou, founders of Space Copenhagen. “At the same time, it had to be very comfortable.”

The Fly series has achieved just that – it has a sculptural feel while not sacrificing any of its comfort. The series has generous proportions and is made up of two sofas and an armchair which can be used together or separately. It references classic Nordic styles and techniques, like the comb-back slatted backrest, organic shapes, and solid craftsmanship. At the same time, the Fly series has a cutting-edge modern lounge look, achieving a subtle balance between tradition and innovation that we champion as a brand.

One of the sofas in the series comes with side tables built to form part of the frame. Lending humorous literacy to the name Fly, they extend from each side of the sofa like wings.

“Space Copenhagen has a unique way of combining their awareness of tradition with an avant-garde, international outlook”, says Martin Kornbek Hansen, brand director of &tradition. “We are very proud to introduce the Fly Series, as it perfectly epitomises that unique equilibrium.”

Space Copenhagen is a Danish architecture and design studio started by Signe Bindslev Henriksen and Peter Bundgaard Rützou in 2005, famed for creating interiors for restaurants such as the world-famous Noma in Copenhagen. Working broadly within the fields of interiors, art direction, furniture and product design, Space Copenhagen has worked for an array of leading international clients. The Fly series is &tradition’s first collaboration with Space Copenhagen.

&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	Sofa
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.
Dimensions (cm/in)	H: 70cm/27.6in, D: 80cm/31.5in, L: 162cm/63.8in. Seating height: 40cm/15.7in
Materials	Oiled oak frame and base. CMHR foam and feather pillows. Fabric upholstery. All foam, fibers and textiles used (excluding upholstery fabric or leather) comply with the fire standards relevant for contract sales & contract use in the UK.
Colors	Smoked oiled oak White oiled oak
Design year	2013
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