



PRESS RELEASE
CATCH LOUNGE JH13 & JH14

2017

&TRADITION

LAUNCHES

CATCH LOUNGE JH13 & JH14

BY JAIME HAYON



IN RESPONSE TO THE SUCCESSFUL LAUNCH OF &TRADITION'S CATCH CHAIR BY ACCLAIMED DESIGNER JAIME HAYON, FOLLOWED BY OUR SWIVEL BASED VERSION, WE ARE PLEASED TO INTRODUCE THIS NEWEST MEMBER OF THE SERIES: THE CATCH LOUNGE CHAIR.

2017

With its outstretched arms like a friend ready to greet you with a warm, welcoming hug, the Catch Lounge Chair builds on Hayon's penchant for humour and personification. At the same time, it introduces a higher back and elongated seat in a singular shell supported by a metal armature. The result is a leisure chair that's angled back just a bit – so you can sit down, relax and, as the name implies - lounge.

“The more we work with Hayon, the more we appreciate his ability to bring humanity and warmth to all his concepts,” says &tradition Brand Director Martin Kornbek Hansen. “Historically, classic lounge chairs had a somewhat aloof aspect to them. However Hayon has managed to make the Catch Lounge Chair more personal and inclusive, setting the scene for a more intimate atmosphere and conversation. Which coincides with our Danish idea of cosy. Something we call hyggeligt.”

As Hayon sees it, “A lounge chair should be inviting to look at. In a way, it should be almost irresistible. Meaning you can't help but sit back, get comfortable and have a chat. That's what I wanted to achieve. With the added element of the two arms, like a friend, happy to welcome you.”

Jaime Hayon is a Spanish artist / designer with offices in Italy, Spain and Japan. Known for his deep respect for artisan skills, finely-crafted details and a passion for play, Hayon is considered one of the most influential creators of our time, blurring the lines between art, decoration and design. A prolific designer always seeking new horizons, his scope of work extends from furniture, lighting and home accessories to hotel and retail interiors, as well as ceramics, shoes and timepieces.

&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	Lounge Chair
Production Process	The Catch Lounge is made from a molded PU foam core covered in soft CMHR foam for superior comfort. The base is made from 15x30mm flat-oval steel tube base.
Environment	Indoor
Materials	Molded PU foam, CMHR foam, steel base, fabric or leather upholstery
Dimensions (cm/in)	H: 86cm/33.9in, W: 82cm/32.3in, D: 92cm/36.2in Armrest height: 58cm/22.8in. Seat height: 36cm/14.2in
Colours	The base comes in warm black (RAL 8022 gloss 20) powder coated steel. Fabric or leather upholstery.
Design year	2017
Press info	andtradition.com For image downloads go to andtradition.com / downloads For press releases go to andtradition.com / press For price requests please contact press@andtradition.com
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PRODUCT

JH13



FRAME



Flat steel tube

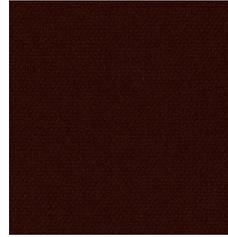
FABRIC



Hallingdal 65 224



Flat steel tube



Steelcut 2 655

JH14



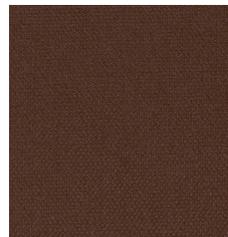
Round steel tube



Divina 3 793



Round steel tube



Steelcut 2 365