

PRESS RELEASE

Emeco Introduces Alfi “Soft” A New Addition to the Alfi Collection By Jasper Morrison

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HANOVER, PA – September 15, 2017 – Emeco is announcing an addition to the Alfi family - “Alfi Soft” - Fitted Upholstered Seat Covers. Alfi Soft covers are fitted seat covers that fit Alfi seats perfectly thanks to a structured foam interior and precision construction. Alfi Soft acknowledges Alfi’s humble character and comfort, and quietly transforms Alfi into an upholstered chair.

Alfi Soft can be added to existing [Alfi chairs and stools](#), and removed utilizing the smartly designed hole in the backrest. This design gives the user flexibility for cleaning and changing the slipcover.

Alfi Soft is available for all product variations including both high back and low back Alfi chairs, counter stools and bar stools. Alfi Soft will be available in a standard range of the most popular Maharam and Kvadrat fabrics and leather as well as COM/COL selection.



ABOUT ALFI

Emeco and Morrison together designed and engineered the Alfi Collection, with the conviction that what you don't see is as important as what you do see. Alfi reflects Emeco and Morrison's common appreciation for the invisible qualities behind simplicity. Made of reclaimed and responsibly selected materials, engineered for comfort and strength, and designed to be humble and timeless, Alfi embodies these hidden values.

Alfi seats are made of 100% reclaimed post-industrial waste – 92.5% polypropylene combined with 7.5% wood fiber. Bases are made of responsibly harvested, locally sourced wood and crafted by Amish craftsmen.

ABOUT EMECO

The American furniture company Emeco was founded in 1944 to make lightweight, non-corrosive, fire resistant and torpedo proof chairs for the US Navy. The classic 1006 Navy Chair was born. Made to last at least a hundred and fifty years, it was light, smart, functional and strong. Today our craftsmen in Hanover, Pennsylvania continue to handcraft chairs that are so strong they are passed down through generations – that's how we define 'sustainability.' Emeco is leading the industry, exploring and innovating ways to use consumer and industrial waste and environmentally responsible resources, to create and build simple, timeless furniture. We work with the world's best designers and influential corporations including Philippe Starck, Norman Foster, BMW, Frank Gehry, Coca-Cola, Jean Nouvel, Konstantin Grcic, Nendo, and Jasper Morrison to make chairs that live up to the standards that we inherited from our founders.

ABOUT JASPER MORRISON

Jasper Morrison was born in London in 1959. He graduated in Design from Kingston Polytechnic in 1982. Then he attended the Royal College of Art, which included a year at Berlin's HdK art school. In 1986 he set up his Office for Design in London. He established himself with two installations: Reuters News Centre at Documenta 8 in Kassel in 1987, and Some New Items for the Home, Part I, at the DAAD Gallery in Berlin in 1988. Jasper's earliest designs were produced by Aram and SCP in London, Neotu in Paris, FSB in Germany and Cappellini in Italy. In 1989, he began collaboration with Vitra with the exhibition Some New Items for the Home, Part II, at Milan's Furniture Fair. In 1994 Jasper began a consultancy with Ústra, the Hanover transport authority, designing a bus shelter and a new tram for the city. Further collaborations began in this period with the Italian companies Alessi, Flos, and Magis, and the German porcelain manufacturer Rosenthal. In the 2000s Jasper began consultancies with Muji, Samsung, Ideal Standard and Established & Sons. In 2006 he collaborated with Japanese designer Naoto Fukasawa on the exhibition Super Normal at Axis Gallery in Tokyo. It was followed by a book and toured to London, Milan and New York. This exhibition inspired the opening of the Jasper Morrison Shop beside his London studio in 2009. Since 2010 Jasper has collaborated with Spanish companies Camper, Kettal and Andreu World, and US companies Maharam and Emeco. He is art director of Swiss electronics company Punkt. Jasper Morrison has presented many exhibitions including at Axis Gallery and at the Musée des Arts Décoratifs Bordeaux. In 2015 a retrospective exhibition will open at the Grand-Hornu, Belgium, accompanied by a new monograph A Book of Things. Previous books include Everything But The Walls and The Good Life, both published by Lars Müller. Jasper Morrison Ltd currently has offices in London, Tokyo and Paris.