

# Furniture for a new era

## - Normann Copenhagen presents the Era Lounge Collection

Classic, inviting, nostalgic and curved. That's one way of describing the new range of lounge chairs designed by the Danish designer, Simon Legald. But the Era collection is many other things too. The design is well-proportioned, the lines are sharp, and the feel is contemporary. Era combines modern production techniques with traditional furniture craftsmanship in a timeless and characterful design.

With its streamlined design and high quality, Era is a durable, long-lasting and versatile collection that easily accommodates modern interior's need for flexibility. The chair is suitable for many different rooms in the home and can easily be used for different purposes as needs change. The Era collection is designed to transcend generations and is just as at home with lovers of design or families with children, as it is with young couples or their grandparents.

The Era Lounge Chair is available in both a high and low version. The legs are available in oak, walnut, black lacquered steel or chrome, as well as a chrome frame for the rocking chair. A footstool is also available for the Era collection, allowing ample opportunity for comfortable relaxation and rest for the feet. Choose between two lovely wool textiles with a vivid feel and beautiful structures, or soft, durable leather in a vast number of colours.

Simon Legald says: "It took a while to get the proportions and the interaction between the soft curves and straight lines on the shells just right. It was crucial that the upholstery and stitching were carried out with the utmost precision. I wanted to create individual chairs where each one had its own character. I did this through the variations of the high and low versions, and by the different frames available for the chair. For example, the wooden frames are flat and add warmth while the slimmer, round steel and chrome frames give a more industrial feel. Finally, the frame for the rocking chair is a slightly unexpected and playful choice for a lounge chair".

The Era Lounge Collection was presented at the Salone Internazionale del Mobile in Milan, Italy, in April of 2014. The furniture pieces are made to order and have a delivery time of 6-8 weeks.

### **Material & colours:**

*Shell/Cushion:* PU Foam, Textile or Leather: Gabriel – Fame – 60 colours, Gabriel – Breeze Fusion – 24 colours, Sørensen Leather – Tango Leather – 21 colours

*Legs:* Lounge Chair & Footstool: Oak, Walnut, Lacquered Steel, Chrome. Rocking Chair: Chrome

### **Size & price:**

Lounge Chair Low: H: 77 x L: 72 x D: 75 cm – SH: 40 cm, from Euro 970 / GBP 810 / USD 1,340

Lounge Chair High: H: 103 x L: 72 x D: 80 cm – SH: 40 cm, from Euro 1.080 / GBP 900 / USD 1,490

Rocking Chair Low: H: 75 cm x L: 72 cm x D: 80 cm – SH: 38 cm, from Euro 1.340 / GBP 1,120 / USD 1,860

Rocking Chair High: H: 100 x L: 72 x D: 81 cm, SH: 38 cm, from Euro 1.610 / GBP 1,350 / USD 2,240

Footstool: H: 39 x L: 53 x D: 42 cm, from Euro 360 / GBP 300 / USD 500

### **About Simon Legald:**

The Danish designer Simon Legald graduated from Royal Danish Academy of Fine Arts in the summer of 2012. His work consists of both small and large-scale products, often created in the cross field between craftsmanship and industry. Simon Legald likes to use the necessary techniques for his designs as part of their expression. He does this by highlighting them visually as opposed to hiding them.

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