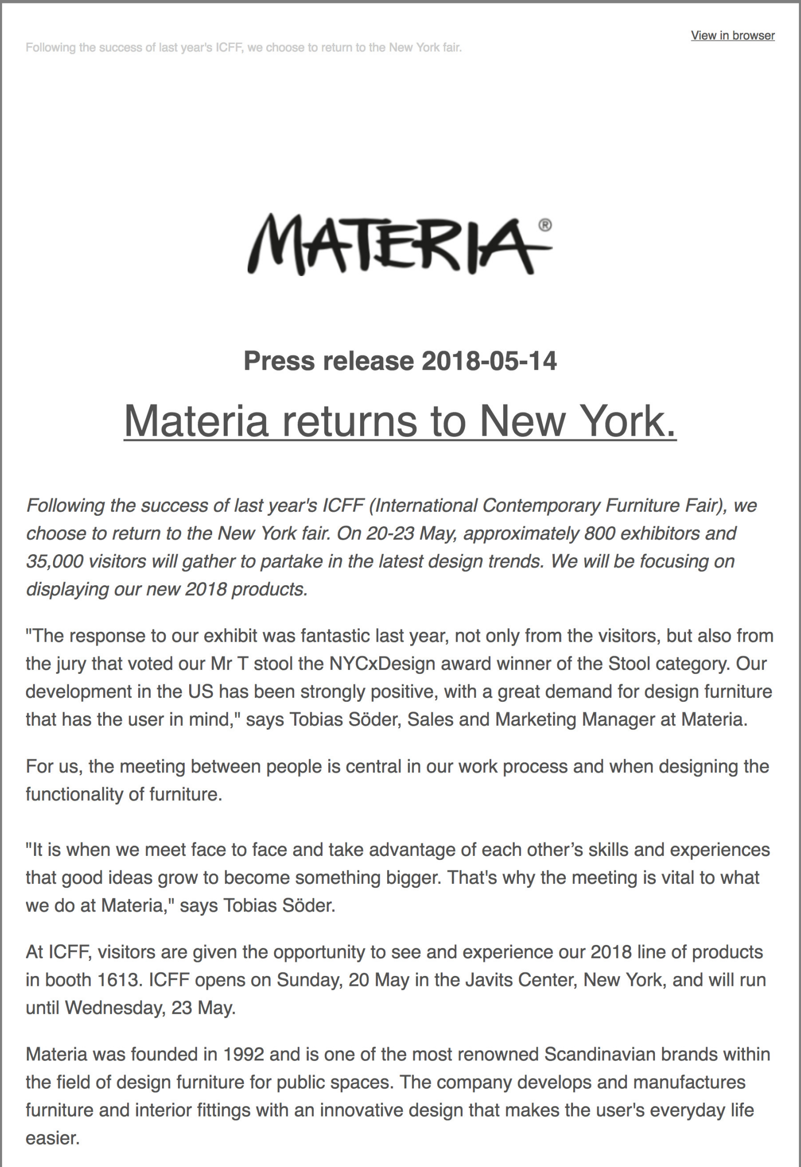

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Following the success of last year's ICFF, we choose to return to the New York fair.

MATERIA®

Press release 2018-05-14

Materia returns to New York.

Following the success of last year's ICFF (International Contemporary Furniture Fair), we choose to return to the New York fair. On 20-23 May, approximately 800 exhibitors and 35,000 visitors will gather to partake in the latest design trends. We will be focusing on displaying our new 2018 products.

"The response to our exhibit was fantastic last year, not only from the visitors, but also from the jury that voted our Mr T stool the NYCxDesign award winner of the Stool category. Our development in the US has been strongly positive, with a great demand for design furniture that has the user in mind," says Tobias Söder, Sales and Marketing Manager at Materia.

For us, the meeting between people is central in our work process and when designing the functionality of furniture.

"It is when we meet face to face and take advantage of each other's skills and experiences that good ideas grow to become something bigger. That's why the meeting is vital to what we do at Materia," says Tobias Söder.

At ICFF, visitors are given the opportunity to see and experience our 2018 line of products in booth 1613. ICFF opens on Sunday, 20 May in the Javits Center, New York, and will run until Wednesday, 23 May.

Materia was founded in 1992 and is one of the most renowned Scandinavian brands within the field of design furniture for public spaces. The company develops and manufactures furniture and interior fittings with an innovative design that makes the user's everyday life easier.

Contact:

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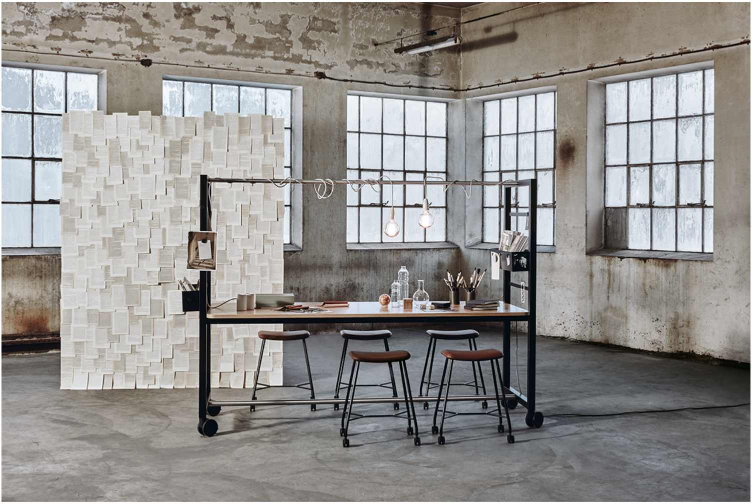
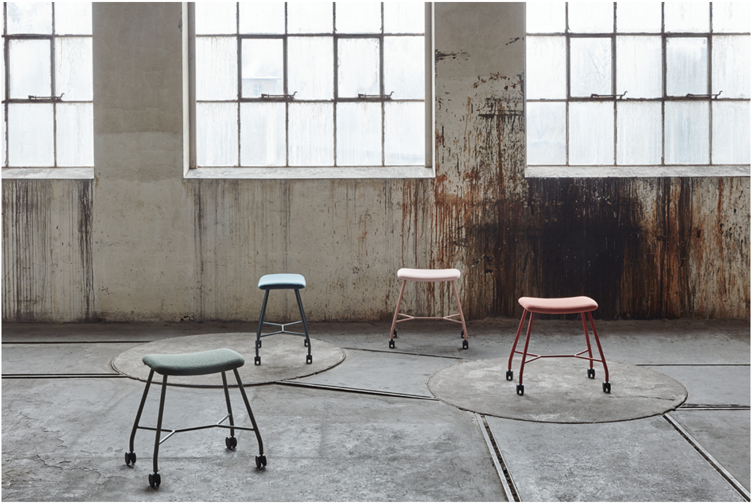


Vagabond

What distinguishes the Vagabond table from others is its diversity. The wheels make it easy to move and it can for instance be used as a meeting table and a desk. It can also be a dining table in a canteen or in a restaurant. The table ends act as notice boards and the accompanying magnets may be used to hang pictures, messages or sketches directly onto the frame. There is also a rod at the top that can be used to hang lights, plants or other interior fittings on.

Design: Marie Oscarsson



Motus

The shape of this stool is defined by its function. The curved upholstered seat gives extra comfort and its design allows you to either sit upright or astride like on a saddle. The stool is fitted with castors for a more active and mobile way of sitting.

Design: Marie Oscarsson

Uni

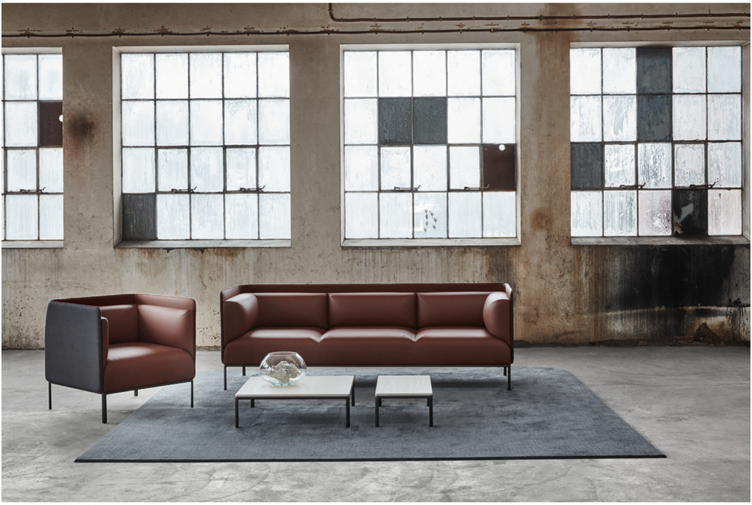
Uni is a new table range that is suitable for smaller or larger seating arrangements. Uni is available with a spoke base or T-base in different sizes, heights and finishes. The table series' wide range makes it extremely flexible and suitable in many situations ranging from meeting rooms to cafeterias, mingle areas and lecture halls.

Design: Axel Bjurström

Pax

Pax is characterised by its billowing shape to ensure maximum seating comfort in a small space. The armrests fold down towards the seat to make space allowing you to move your legs sideways, and the point where the back and armrests meet ensures the back of the chair does not interfere with your elbows. The uniform look results in a chair that is designed to respond flexibly to the human body and assure the comfort. Pax has an injection-moulded plastic shell and can be ordered without upholstery or with an upholstered seat or fully upholstered.

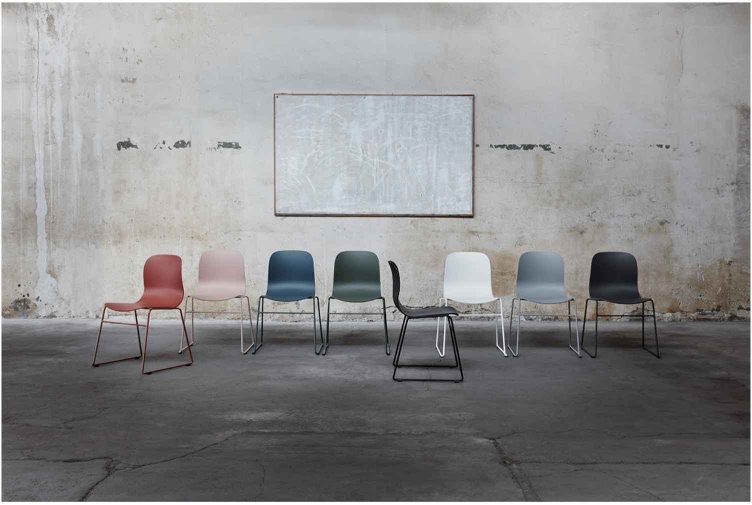
Design: Fredrik Mattson



Crest

Crest assures a fine balance between openness and seclusion. Developed to work in public environments, it offers both protection from prying eyes but also encourages conversation and interaction. The back panel is a little higher than the back cushions to achieve this effect. How the different inner and outer covers are upholstered augments the feeling that one is sitting in the sofa and not on it. Crest's various modules can be combined to create different furniture arrangements, ranging from conventional two- or three seater sofas to larger or irregular shapes.

Design: Mattias Stenberg



Colours by Materia

Flexibility is key for us. That’s why we have always offered the option of adapting our products in terms of material and colour. New this year is that we are now offering eight different colours as standard for four of our products based on the Colours by Materia (CbM) concept. The colours dusty pink, rusty red, blue grey, green, white, grey, dark grey and black have been carefully selected to be just as trendy today as in the future. CbM reflects Materia’s identity, and the selection was made together with some of Sweden’s most distinguished architects. The colours also match each other, making it easy to combine different colours within the scale.

The products which come with CbM as standard are the Neo Lite range of bar stools, chairs and armchairs as well as the Pax chair, the Motus stool and the Crest sofa. Neo Lite and Pax have a completely monochrome feel, as their injection-moulded plastic shell and frame have the same colour. For Motus and Crest, which are upholstered with fabric or leather, the frame alone has a CbM colour.

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