

Press release:



# Space Tricks & Material Treats

Ineke Hans and Yuya Ushida for Ahrend

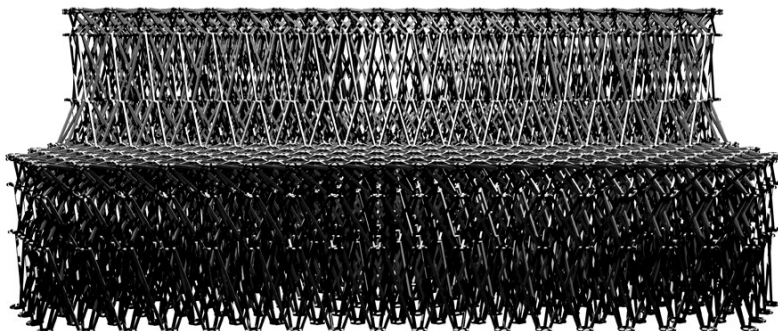
During the Salone Del Mobile: two spectacular new projects at Ventura Lambrate in Milan.

Dutch office furniture company Royal Ahrend shows its commitment to working with recent graduates like Yuya Ushida and well known designers such as Ineke Hans.

Innovative material use, ingenious solutions and environmental care are issues of importance for mass production to both Ahrend and the designers. Space Tricks & Material Treats shows two collections where taking space and new materials play an important role.

## Ahrend XXXX\_ by Yuya Ushida:

An amazing structure enables you to sit on a seat that is turned into a 2 and 3-seater sofa in a split second. Yuya Ushida (1975, Japan) made a accordion-like construction out of some rings and just 4 different injection moulded elements from recycled PET: 8.000 elements make a sofa when clicked together. Yuya Ushida: "The beauty and repetition of this simple structure is fascinating to me. The elements itself are not so special but together their beauty and functionality appear." When folded, seat is easy to transport. Next to Ahrend XXXX\_Sofa Ahrend XXXX\_Stool will be presented.



Ahrend XXXX\_Sofa by Yuya Ushida

### Ahrend 380 by Ineke Hans

The totally injection moulded chair is made with the today's materials with a surprising comfortable flexible back containing recycled PET. Ineke Hans (1966, The Netherlands): "The all-roundness of the chair is what I really like about it although it does not radiate that immediately. It can go into domestic and contract environments, it comes with and without arms and can be stacked. The chair was designed with the cradle to cradle idea in mind, so it easily disassembles into just two elements, both contain no strange inserts and can be recycled again without any problems."

The chair is accompanied by round and square tables that match shape- and colourwise.



**Ahrend 380 chair and table by Ineke Hans**

**Ventura Lambrate, Via Ventura 6**

**Press Preview: Monday April 11, 15:00-20:30**

**Opening Hours: Tuesday April 12 - Sunday April 17, 10:00-20:00**

**Cocktail: Wednesday April 13, 19:00-23:00**

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note for editors ( not for publication):

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### **On Ahrend:**

Royal Ahrend is a leading Dutch contract furniture company since 1896.

Ahrend works closely together with clients, architects and other partners when arranging working, educational or living environments.

Ahrend products can be recognised as clear, timeless and Dutch. Many products have been awarded and are used worldwide. The collection contains classics like the legendary Revolt Chair by Friso Kramer.

Ahrend is focussing on durability and functionality. When deciding and acting she takes in account the consequences for people, planet and profit and follows the cradle to cradle principles in that.

Ahrend works with reknown designers and supports young designers in the Netherlands. The company has been connected as a friend to the famous Design Academy Eindhoven for many years.

Ahrend feels connected to new adventures and innovation in design and presents this year industrial work of Yuya Ushida and Ineke Hans in Ventura Lambrate during the Salone del Mobile in Milan.

For more info: [www.ahrend.com](http://www.ahrend.com)



### **On Salone del Mobile & Ventura Lambrate**

Salone del Mobile is regarded as the worlds most important furnture fair and is this year taking place for the 50<sup>th</sup> time. In 2010 the fair had 300.000 visitors, 5.000 journalists and 1400 exhibitors from all over the world. For more info: [www.cosmit.it](http://www.cosmit.it)

Ventura Lambrate is is currently seen as the most exiting upcoming area for for contempory design shows in Milan during the annual Salone del Mobile.

For more info: [www.venturalambrate.com](http://www.venturalambrate.com)