

20th February 2013

PRESS RELEASE

Design furniture brand PROOFF to launch new products and PROOFFlab presenting new ideas @ Tortona Design Week Milan 2013

9th – 14th April 2013 | Emporio building in Opificio Courtyard | Via Tortona 31, Milan

Innovative design furniture brand PROOFF has chosen the Tortona Design Week 2013 to be the launch pad for new products and PROOFFlab. During the Salone del Mobile in Milan the PROOFFhouse will be built in the beautiful Emporio building in Zona Tortona. Next to the newest PROOFF #006 SideSeat, new accessories and upholsteries will be exhibited and a huge première with PROOFFlab's work in progress being shared.

At the same time and in the same space architectural design studio UNStudio will present their interior and product designs. Both presentations illustrate the collaborative nature of both practices and their shared interest in encouraging dialogue, innovation and creative exchange. UNStudio and PROOFF will each exhibit their work in distinct yet reciprocal installations in the Emporio building. In addition, a series of presentations and workshops will be organised by both the UNStudio Knowledge Platforms and PROOFFlab throughout the week.

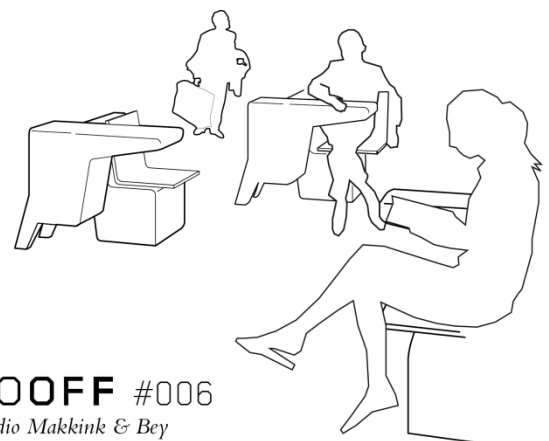
PROOFFlab

In our aim to inspire and innovate PROOFFlab studies, discusses, investigates and develops potential work landscapes. PROOFF has chosen the Tortona Design Week to present PROOFFlab and its work in progress: a close collaboration of Studio Makkink & Bey, Belgian architects studio 'architecten de vylder, vinck, tailleu' and Dutch designers Maarten Kolk & Guus Kusters, working together in a project called 'tandem'.

PROOFF #006 SideSeat

Focus for a minute. Wait. Make it useful.
Go back and forth. Together or by yourself.
Get the most out of your time with less. An attractive way of working or studying within a m².

PROOFF #006 SideSeat, designed by Netherlands-based duo Studio Makkink & Bey, the same designers behind the ground-breaking PROOFF #001 EarChair is the latest addition to a portfolio of products. It not only encourages users to be interactive and flexible with their working space, but creates privacy in an otherwise public area as well.



PROOFF #006
by Studio Makkink & Bey

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PROOFF #006 SideSeat has been designed to present a solution to the blending of work and leisure, public and private. How do you provide an environment which allows for changes in work focus and accommodates a full capacity workforce at the same time? How do you ensure that your visitor is free to decide how he spends his waiting time? PROOFF #006 SideSeat provides a solution: a self-contained desk, cupboard and chair which moves with you.



A balanced piece of furniture made using high quality materials. A compact workstation featuring functional elements which sit separately but together create a flexible space where one can work, wait, read, call or train. A welcoming gesture to your visitor. A stimulus for creativity and focus for staff.

Presentation UNStudio

At Salone del Mobile 2013 UNStudio will be presenting a selection of their product and interior works. In addition – and in collaboration with UNStudio's Knowledge Platforms - a program of 'Platform Dialogues' by specialists from within the UNStudio network will take place throughout the week.

UNStudio's approach to interior and product design is based on the combination of a deep understanding and working knowledge of materials and innovative technology with distinctive spatial design strategies. In UNStudio's presentation at the Tortona Design Week, their designs will be exhibited in an inviting and interactive setting of shifting perspectives, demonstrating the visual and spatial effects of new, dynamic, materializations.

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But there is even more to share...

Also present at TDW 2013 are PROOFF #005 SitTables by Ben van Berkel, UNStudio, designed to integrate multiple purposes into one furniture piece. This mixture of table and seating was originally developed as 'the longest table for all cultures'. The SitTable evolved into a furniture piece suitable for everybody, for many locations and various situations.



Visitors can try PROOFF #003 PhoneBox and PROOFF #004 Niche designed by Belgian designers Studio Axia (Mathieu Gabiot and Jean Loui de Ridder). Both products provide private and sound-insulating spaces for people using their phones or conducting meetings in public spaces. We have added new accessories to PROOFF #004 Niche, giving the concept more interpretations for an effective work surrounding and making it even more comfortable in use.

You will also find PROOFF #001 the EarChair, designed by Jurgen Bey, Studio Makkink & Bey in various configurations. Being the iconic first product in the collection and ground-breaking in its purpose of creating a private and sound-insulating space for people in busy areas and open plan offices. The specific design of PROOFF#001 EarChair in combination with the acoustic qualities guarantee a noticeable privacy.



About PROOFF

PROOFF stands for innovative furniture developments for the progressive office, communication areas and public spaces. PROOFF aims to inspire. PROOFF involves spatial furniture elements, developed in a unique project and process, where design and skill are combined with the high-quality of Dutch craftsmanship. Intelligent and user friendly.

In developing the furniture PROOFF works closely together with national and international designers and architects, like Studio Makkink & Bey, the Belgian design and architecture duo Axia Design and Ben van Berkel, UNStudio. The introduction of the Dutch PROOFF collection started in 2006 when adopting the now famous design icon 'EarChair' designed by Jurgen Bey (Studio Makkink & Bey), as the #001 product.

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PROOFF Online

Please visit us at www.prooff.com and learn all about the PROOFF products. You could also follow us on www.twitter.com/prooffnl for the latest news.

Photography credits

When using the pictures please mention the name of photographers Roel van Tour, Pim Top and Mathijs Labadie, Rotterdam (NL).

More information

If you would like to have more information, technical details or high resolution pictures, please contact Antoinette Veneman: t +31 (0)10 211 00 80 or press@prooff.com. For high resolution pictures of our products you can also check the download area at www.prooff.com. For more information on the venue please check www.tortonadesignweek.com

PROOFF

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