

--- BE EMBRACED BY FAVN ---

**As authorized dealer of the Premium Danish furniture brand Republic of Fritz Hansen, we are thrilled to support the launch of their latest sofa designed by Jaime Hayon.**

"Favn is an evolution of Fritz Hansen's design language that brings together the qualities of Spanish and Danish design. Favn is picking up from the long tradition of Arne Jacobsen in the sense that I wanted to create a form that was based on a shell, like the iconic Egg and the Swan chairs which look equally beautiful from all angles." Says Jaime Hayon.

"I wanted the sofa to be based on a shell, being hard on the outside, soft and welcoming on the inside. Protective and warm. No hard edges - it is round and soft. It's a place where people meet. I wanted to create a form that embraces you, something really organic - that's why we named it Favn." Hayon continues. "Favn is the Danish name for embrace".



Jaime Hayon, 1974, Spain

"Design needs to solve the problem and be long lasting. But it is important to remember that my design is made for humans - to be used by humans. I believe that design should provoke emotions. Design should make you feel good. Create happiness."

Spanish artist-designer Jaime Hayon was born in Madrid in 1974. Franco died the same year and Spain was a new, fresh and dynamic country. Jaime Hayon was raised with freedom. For him growing up in Spain in the eighties was a period with an explosion of emotions and all this has impacted him later on as a designer.

As a teenager, he submerged himself in skateboard culture and graffiti art, the foundation of the detailed, bold-yet-whimsical imagery so imminent in his work today. After studying industrial design in Madrid and Paris he joined Fabrica in 1997, the Benetton-funded design and communication academy, working closely with the legendary image-maker and agitator Oliviero Toscani.

Eight years later, he broke out on his own, first with his collections of designer toys, ceramics and furniture, later followed by interior design and installations like hotels, restaurants and retail establishments around the world.

Jaime currently resides in Valencia, Spain, with offices in London, Barcelona and Treviso (Italy).



**PK-SELEKSION**  
DESIGN UNCOMPROMISED

## SELEKSION-ABSTRAKT

15 June 2011  
Favn sofa launch - Jaime Hayon

REPUBLIC OF **Fritz Hansen**®



### UPHOLSTERY

The sofa comes in 10 unique and different designer selections with a mix of three fabrics from Kvadrat; one fabric for the shell, one for the seat and back cushions and the third fabric is applied to the small decorative cushions.

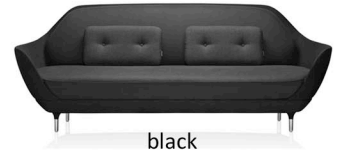
The seat and back cushions are made from cold cured, highly elastic polyurethane foam and the decorative cushions from Lazy Foam, low resilience polyurethane foam.

Below the seat cushion there is a small logo and signature plate in satin brushed aluminium hand sewn onto the sofa.

### ENVIRONMENT

In the case of disposal the sofa can be disassembled into different parts (back shell, base, loose cushions and legs) for recycling and special handling. The foam can be granulated and re-used and all metal parts recycled.

Fritz Hansen offer up to 20 years warranty. (See conditions)



black



chocolate



taupe



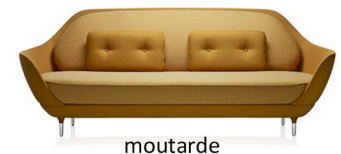
clear beige



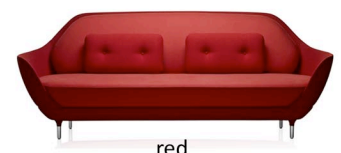
light grey



sage green



moutarde



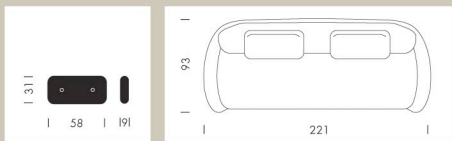
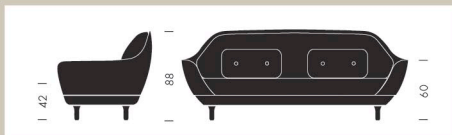
red



violet



dark blue



**Order now and benefit from our Free Shipping promotion for all orders placed on or before 30th of June 2011.**

Limited stocks at launch. Call now to book your Favn sofa.

First delivery on the 1st of October 2011 in Dubai.