

Orgatec 2018:

Architecture on a different scale

Lounge furniture series “DACOR“ by Daniel Korb

Kippenheim/Cologne. Flexible possibilities of use, modular design and contemporary look – these are the characteristics of the seating furniture series “DACOR” developed by Swiss product designer Daniel Korb. Due to the high degree of individualization of different models such as armchair, bar stool and bench, “DACOR” surprises again and again with diverse color and form variants. Another plus: The furniture are delivered flatly packed for an easy self-assembly by the customer, rendering the product ideal for shipping. “DACOR” celebrates its premiere at the Orgatec trade fair in Cologne at Schneeweiss AG’s booth K 51/L 50 in hall 10.2.

“Furniture is architecture on a different scale” is the personal motto that Swiss architect Daniel Korb persecutes within his designs. For decades, Korb has successfully developed elegant seating furniture as well as intelligent table systems such as the folding table bestseller “system 24” by Hiller. With his new product series “DACOR”, Korb lifts this dialogue up to the next level.

Comfort, flexibility and beauty

The “DACOR” lounge furniture series consists of an armchair, a barstool and a bench. All three of them meet Korb’s demands for comfort, flexibility and beauty. The clever product concept is based on a timeless straight and almost rigorous structure that restrains itself and blends subtly into classical as well as modern interior designs. The design of the “DACOR” line can be categorized somewhere between lounge furniture and chairs.

Due to the thick upholstery the armchair is as comfortable as a lounge chair, offering the seating height of a standard chair. Optional castors and an easy-to-mount writing tablet with cup holder for a coffee break are available. With these features the seating furniture collection forms a small, self-contained universe in itself: "DACOR' offers much more than regular chairs. Neither a small table for the storage of smartphone or notebook is needed nor an additional coffee table since even a cup holder is integrated. And equipped with flexible castors, 'DACOR' becomes dynamic without coming along as a classical office swivel chair," Korb explains enthusiastically.

Individual possibilities of adaptation

Five colors for powder-coating – black, white, gray, blue, and red – as well as a chrome-plated version can currently be chosen for an individual configuration of the steel tube frame. The lounge furniture system is only available with comfortable upholstery. Depending on the application area, the customer can choose between several fabrics and leathers in various colors and patterns or combinations. As a design option, additional arm rest supports made of metal or stained wood may complete the configuration.

Whether vibrantly upholstered in fabric or with classic black quilted leather, whether equipped with a timeless chrome-plated frame or a frame painted in pop colors, whether for young target groups or used in care facilities: "DACOR' is a piece of furniture that is characterized by its timeless design and its relaxed comfort in combination with high functionality. With these features, it fits perfectly into a variety of scenarios – offices, waiting or lounge areas, at home or in restaurants," says Daniel Korb.

Disassembled and flatly packed

Additionally, “DACOR” offers even more flexibility as the furniture is sent to the customer disassembled in pieces and packed in a flat box according to Ingvar Kamprad’s revolutionary principle. The assembly is quick and easy, the only tool needed, a hex wrench, is supplied. The flat packaging is also ideal for a space-saving and thus affordable shipping.

Sophisticated solution for the constantly changing office landscape

“Above all, ‘DACOR’ stands for a contemporarily-designed, versatile chair that meets different needs and helps to create sophisticated environments in the ever-changing office landscape,” says Korb. “Each customer has his or her own goals, values and culture which are reflected in the interior design. ‘DACOR’ harmoniously fits all contexts.”

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