

PRESS RELEASE

Inno at Salone del Mobile 9th – 14th April 2013 (stand 20F20)

Inno will be presenting several novelties including the tempting Aura lounge chair from the red dot: best of the best 2013 awarded Aura family, Propel coat rack and wooden Jr. Hooks along with the latest models of the award-winning Kola series, Bondo nest of tables and Lab family with the light meeting or dining table and the new casual chair. Additionally, the PRO/K60 “catch hook” series, Intro chair, Wall Case and Loop will be presented in new colours.

This time in Milan Inno will not only be presenting new products but also new and exiting visualization technology for tablets and smart phones in co-operation with the developer. With the magical app you can look how our Kola, Lab, Aura and Propel fits into your existing furnishings. The product can be viewed from different angles in real time and right proportions. Imagining what a product looks like in your current environment has never been so easy - just place the A3 size marker on the floor, launch the app and look through your smart device. The free app “Sayduck” is available starting from 9th April in App Store or Google Play. Once installed you will only need the marker, which is available at Inno’s stand. You can also download and print the marker from the download link at the bottom of this page. Welcome to our stand 20F20!



Press pictures: https://dl.dropbox.com/u/1412682/inno_press_milano_2013.zip
 A3 marker: https://dl.dropbox.com/u/1412682/inno_marker_A3.pdf

Further information about Sayduck: www.sayduck.com

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LAB design Harri Korhonen
Lab table and chair for casual meetings and cozy dining!

Lab table is a casual meeting or dining table, available as an individual or a modular version that can be extended endlessly.

"We are happy to create something different and we're expected to do so.

It was challenging and pleasant to enter into a new kind of a conference environment, one where casualness is emphasized instead of representative look. To use wood as material felt natural in the current spirit as it's considered warm and positive. We still added a quilted loose cushion to strengthen the cozy effect. I was particularly satisfied that we managed to make a chair as comfortable as Lab to be vertically stackable." Harri Korhonen



AURA design Mikko Laakkonen

Aura surrounds you and is perfect for creating peaceful interiors. The Aura sofa is now accompanied with a sympathetic lounge chair. Mix the sofa and the chair together to form harmonious and cozy Aura groups or use the chair separately to form lower sitting groups. Also to be used as a side chair. Due to its high back the tempting Aura sofa works also as a divider. The back of the Aura chair is slightly lower allowing more visibility. The disclosed structure gives Aura a characteristic identity. Aura was recently awarded the red dot: best of the best 2013 design award for its elaborate and innovative design.

KOLA design Mikko Laakkonen

Kola is aesthetically and weight wise a light family of chairs making it fit both public and private modern interiors. The seat, manufactured of 100% recyclable polyester felt, is part of the supporting construction. It has also great acoustic absorption capacities. The felt seat can be renewed which gives the chair a longer life cycle and, accordingly, it leaves a smaller ecological footprint. The upholstered cushion gives extra comfort and allows the use of playful colours. The Kola chairs are fire resistant and easy to clean. The Kola family includes an easy chair, a rocking chair, a meeting or dining chair with different leg options and a stacking small chair with or without armrests, or with a crossleg for meeting applications. Kola has been awarded with red dot award: product design 2012, Fennia Prize 2012 and Good Design Award 2010.



INTRO design Ari Kanerva

Intro is a stackable wooden chair for use in a variety of public and private spaces. At first sight Intro looks simple but it's designed with a lot of attention to detail. The unique design combined with ergonomic proportions make it suitable for use in different purposes alone, in a group or around a table. Available with an upholstered seat and/or back.



PROPEL design Harri Korhonen

Propel is a simple coat rack with a playful spirit. Its innovative structure and wooden hooks combined with fresh colours make it a much anticipated novelty.



CASE design Mikko Laakkonen

Case magazine/brochure holders are available as a wall mounted and a free standing version. The idea of the brochure holder is to keep a maximum of the brochure visible, giving out as much information as possible. The magazine holder on the contrary hides as much as possible of the restless front covers, making interiors look more peaceful. Case looks good in single units or in big groups.



OKA design Teppo Asikainen/Valvomo

Oka comes in three versions: hanging, free standing and as a wall mounted coat rack. Oka A hangs from the ceiling in a steel wire. It's equipped with 6 hooks and a height adjustment mechanism. The free standing coat rack Oka B is equipped with 6 hooks. The newest product in the Oka family is the wall attached Oka C coat rack. It is available with either 3 or 5 hooks.