

## DESIGNERS' SATURDAY 2021

**On Friday the 10th and Saturday the 11th of September, we will take part in our first industry event in a long time. Together with our partners, we're looking forward to opening our showroom and interpret this year's Designers' Saturday theme: Change. With that in mind, we want to explore how a new normal in the workspace might look, and how we envision this change.**

After a year and a half of living and working with digital tools, we can finally open our showroom to show news, test the comfort of our launches, and not to mention; we get to share our insight and experiences from the past year.

Designers' Saturday 2021 has rightly chosen the theme CHANGE. For us, it's only logical to highlight some major trends in the workspace and look at our

industry's hottest topics. Fora Form's first launch this year was named REWORK. In the digital launch, we emphasized that the changes and habits brought on by the pandemic are not new, but that the needs and desires to implement them have become increasingly important.



## NEWS



### UP table



UP is our easily adaptable sofa system, tailored to the informal meeting. When everyday life is all about working from anywhere, why not take the morning meeting on the sofa? With integrated power outlets, movable tables, and the option to sit both on the seat and backrest, we are ready to meet colleagues and everyday life again

### CITY cover

The City chair has been a bestseller since the '50s, and even won Norsk Industri's classic award in 2020. Now we are taking the success of the City chair into the future. We are cherishing all that is *near* and *raw*, making the leather upholstery available in three natural colors: Prescott Swamp, Chestnut, and Black Ink.





## SNEAK PEEK

In our showroom at Pilestredet in Oslo, you will get a sneak peek of two products that have not been launched yet: **Atrium** and **Senso Frame** by Anderssen & Voll.

Atrium is a chair we have been working on for a long time, and we are excited about launching it with fanfare. Senso Frame is an extension of our absolute best-selling sofa, and with this launch, we are taking it to new heights. Stay tuned for the launch later this autumn.

### AT LAST

Over the last 18 months, we have launched many exciting products digitally. Now it is time to touch, feel and test. We have filled our showroom with:

### OTIS



### POPCORN



### NOTE



### ARENA



# What is REWORK to us?

**REWORK** summarizes the main trends after the pandemic and tomorrow's office space:

## SUSTAINABILITY

When we design a new tomorrow, it is critical that we consider the environment. New products cannot build on outdated solutions that forfeit the well-being of our planet. If you are going to start fresh – think green.



## PEOPLE-CENTERED

Bringing the human perspective into every step of the problem-solving process is the key to bring out the best in the people in the organization.

## CREATIVITY

An increasing number of work tasks are being digitized. The future will be about exploiting the opportunities in this new landscape while strengthening the human qualities no machine can replace. Creativity is such a quality.

## FLEXIBILITY

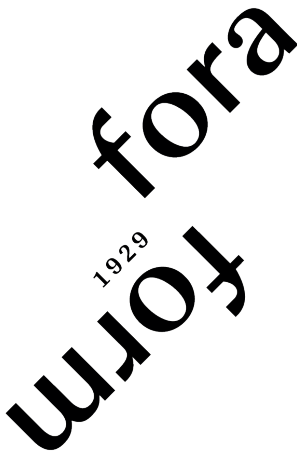
Being able to adapt quickly to new solutions, setups, and work methods will be tomorrow's competitive advantage. Architecture and interior design are effective tools for change, and furniture can facilitate the new way of working.

## INSPIRED

New digital tools give us the option of where we want to spend our workday. The future workspace must offer more than just a functional workspace, but also be a source of inspiration and offer a sense of unity and belonging.







### About Fora Form

Fora Form is one of Scandinavia's largest furniture manufacturers for breakout zones where people meet. Our vision is to facilitate interactions in four focus areas: Eat together, work together, breathe together and experience together.

Since the 1950s, we have used design as a strategic tool to

create good meeting places in contract market. Through innovation and good design, we will create good interactions wherever people meet in the future.

*For more information,  
contact Marketing Manager  
Pål Eid-Hviding  
tel.: +47 95 21 22 53  
Email: [peh@foraform.com](mailto:peh@foraform.com)*

