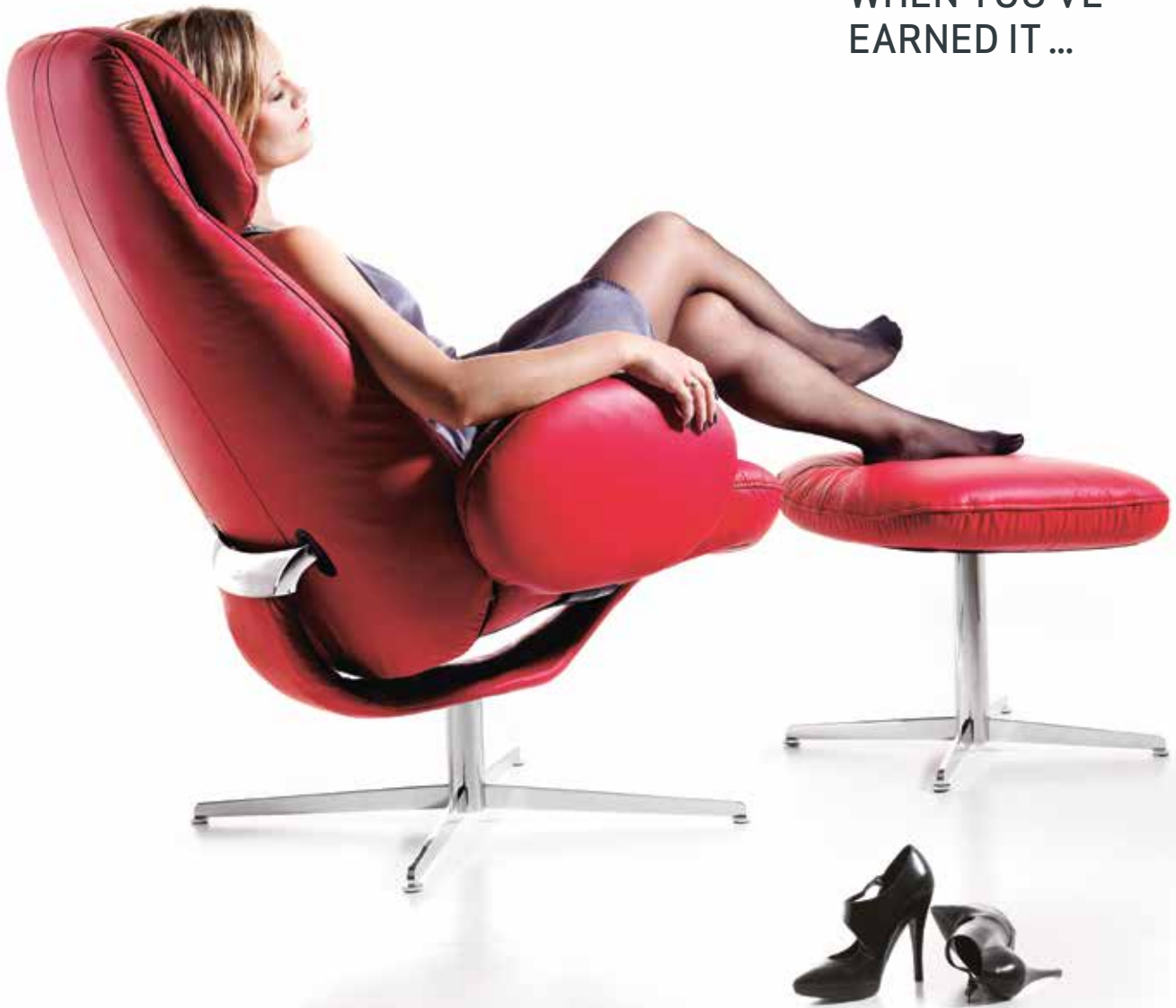




Fjords® motionconcept

Exclusively available nationwide from **John Lewis**

WHEN YOU'VE
EARNED IT ...





motionconcept - The innovation 4 | 5

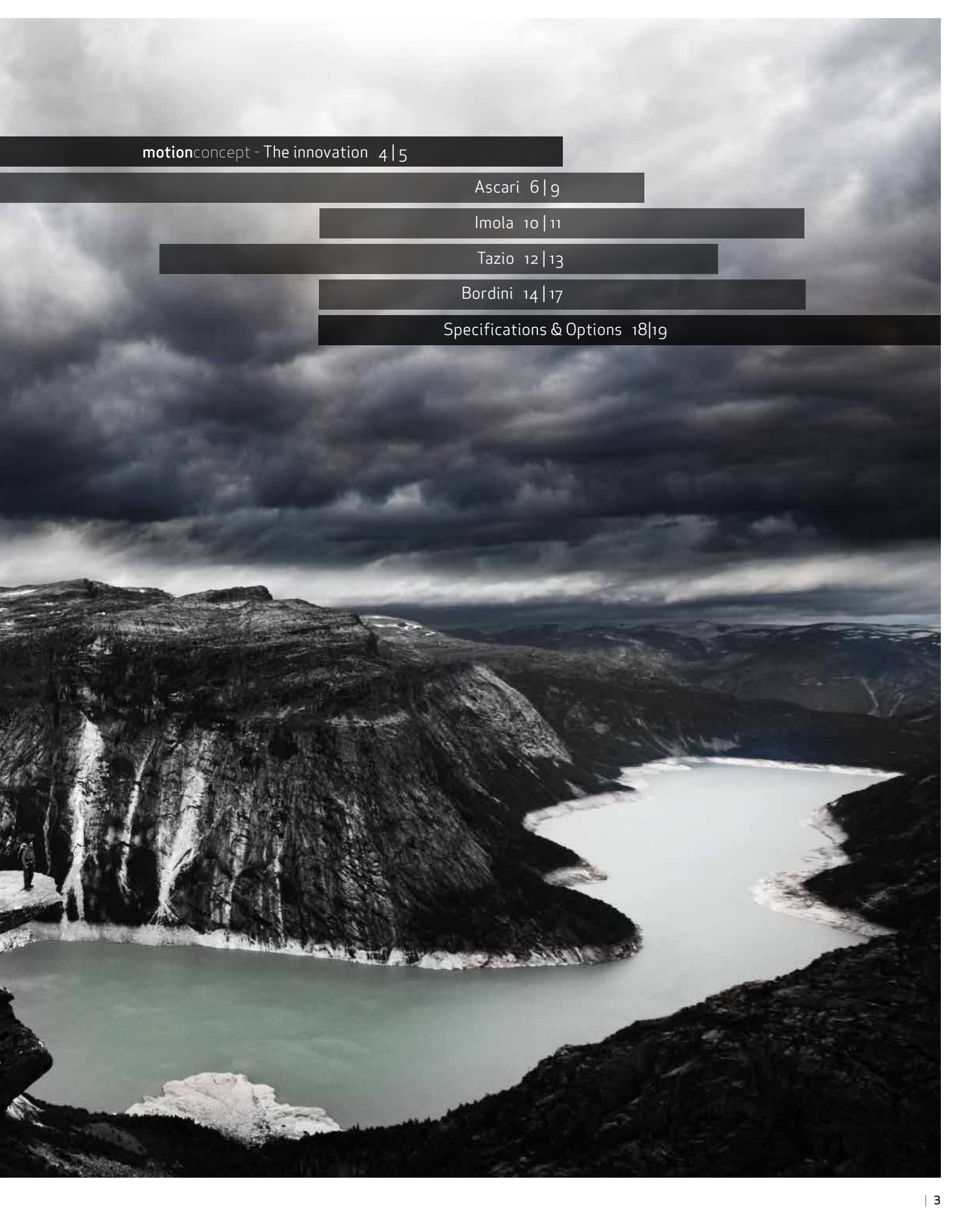
Ascari 6 | 9

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MotionConcept ... The chair of “active rest” by designers Svein Asbjørnsen and Jarle Slyngstad. The result is nothing less than a unique world-wide patented concept that meets modern, interactive people with their new tasks and furnishing needs.

Jarle Slyngstad:

“Today we surround ourselves with mobile devices. It is a kind of decentralization of the media. We are simply more active and social when we rest: EReaders, smartphones, digital games and laptops have largely taken television space. This “active rest” can also be compared to other activities, such as more traditional types of handicraft. The chair provides great support in all positions, and a good ergonomic solution in the back. **We call it an interactive furniture because it interacts with your body.”**



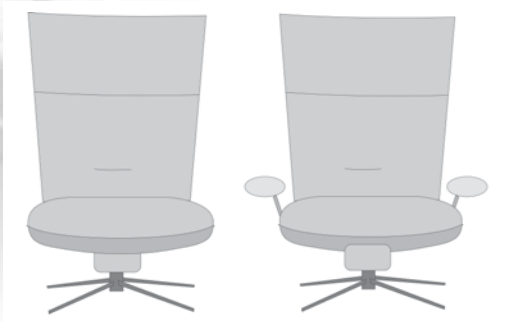
Svein Asbjørnsen:

“The special **motionconcept** movement which is a fitting located under the seat allowing the chair to follow you in all your small movements. The center-based suspension also provides an incredible form of freedom. Most chairs are articulated in the armrest, but this is articulated in the back. This means that we can design many kinds of chair, such as with or without arm rests. I guess in the future we will see more chair based use rather than sofas, for example, we can get four comfortable chairs without armrests around a table. **motionconcept will therefore fit well into in the modern living room.”**



motionconcept – an entirely new concept

- Reclining and Rocking, Non Friction Mechanism
- Micro and Macro Movements
- Natural Ergonomic Comfort





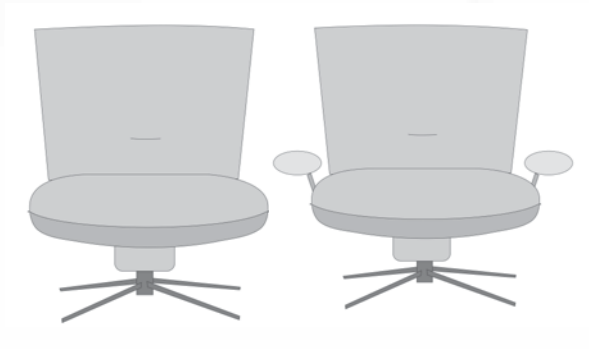
motionconcept ASCARI High Back

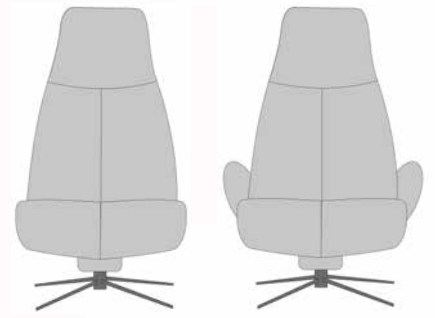
With its high back Ascari is a very elegant chair that really puts its signature on a living room. The chair is available with matching footstool and comes with or without arm rests.



motionconcept ASCARI Low Back

Smart and refined and well suited for small apartments or larger living rooms. For those who want to replace the couch and get a more stylish living room : four around a coffee table is great. The chair comes with or without arm rests.





motionconcept **IMOLA**

A really elegant chair that deserves pride of place in the living room. The round and elegant shapes of the Imola design provides the chair with a more feminine appeal. The Imola can be obtained with a footstool and comes with or without arm rests.







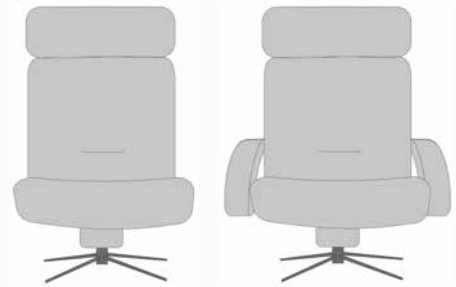
motionconcept TAZIO High & Low Back

A soft and enveloping shape and delicate design. Unlike the other variations of **motionconcept** Tazio has a deeper seat comfort and therefore does not require arm rests. The high back Tazio features an adjustable headrest and there is a matching footstool available.



motionconcept **BORDINI** High Back

The clean and simple design makes this chair a first choice for those with a taste for the minimalist look. The Bordini high back feels at home in the living room but will also help to create an appealing office space. The high back chair includes an adjustable headrest, can be obtained with footstool and comes with or without arm rests.



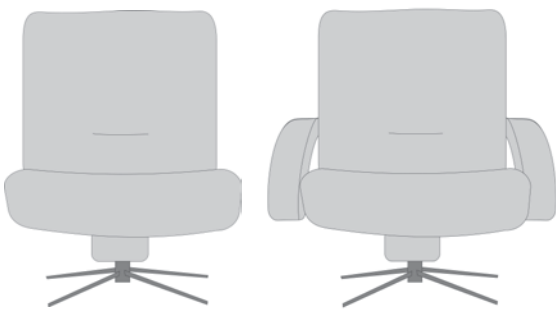






motionconcept **BORDINI** Low Back

This chair is equally at home in a meeting or in a living room. The simple expression of the design makes the chair a tasteful and elegant element in a modern home. The chair can be obtained with or without arm rests.

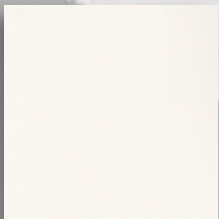




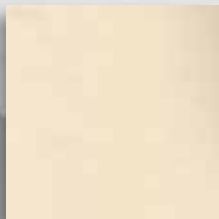
Exquisite Leathers

Softline leather has a thin coating that protects against stains and improves resistance to liquids. Soft Line is an ideal choice for families looking for quality leather furniture without having to change their daily routines in order to increase the maximum lifetime of the furniture.

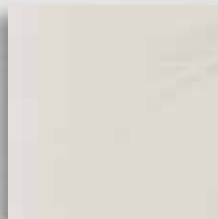
Softline leather choices



Stark White



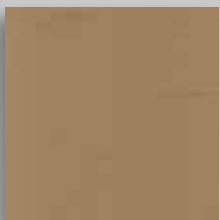
Vanilla



Light Grey



Cherry



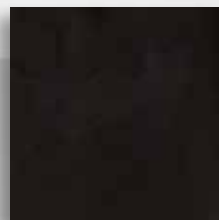
Latte



Hassel



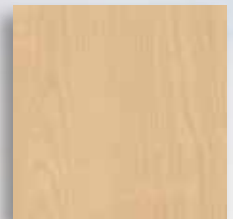
Cacao



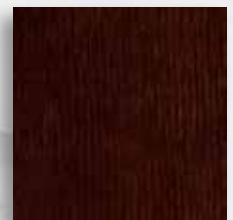
Black

Wood options

Add £50 per chair/stool



Nature



Espresso

motionconcept Collection

High back
£1,349

High back with arms
£1,499

Low back
£1,249

Low back with arms
£1,399

Stool
£379

Ascari



H111 W74 D88



H111 W89 D88



H91 W74 D77



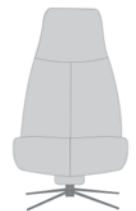
H91 W89 D77



H55 W55 D42



Imola



H108 W59 D84



H108 W81 D84



H50 W50 D44

Tazio



H110 W74 D83
Adjustable Headrest



H86 W74 D83



H52 W52 D43

Bordini



H108 W61 D83
Adjustable Headrest



H108 W82 D83
Adjustable Headrest



H79 W61 D83



H79 W82 D83



H55 W55 D43



These models are usually available , in Light Grey Softline leather, from stock within 7 days.

Other model/colour options - made to order. Normally available in 12-14 weeks.
Please note, some assembly is required.



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