

# Phoenix

## By Luca Nichetto





Phoenix table is a continuation of Offecct's successful collaboration with designer Luca Nichetto. The new table complements the Phoenix chair, now part of the same collection.

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Maria Olofsson Karemyr, Brand Manager at Offecct.



Luca Nichetto

### Luca Nichetto

Luca Nichetto was born in 1976 in Venice. He studied at the city’s Istituto Statale d’Arte and Università luav di Venezia, graduating in 1998. The following year, he joined Salviati, later becoming a product designer and consultant for Foscarini. Luca set up Nichetto Studio in 2006 in Venice. Five years later he moved to Stockholm to start his family and open a second studio.

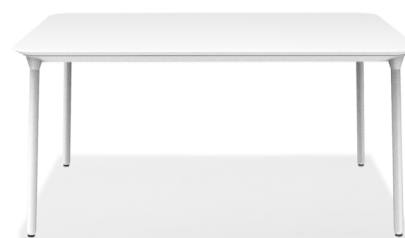
Luca has served as art director for many design brands and gained a reputation as a multidisciplinary designer. He has lectured at several universities and has sat on juries for international design competitions. His work is often featured in exhibitions worldwide and has been the subject of retrospectives worldwide.

Nichetto’s projects have earned him an array of awards for designs that range from products, accessories and furniture to architecture, exhibition design and branding.

Phoenix  
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Phoenix, table 2200  
Dimensions: W 2200, D 1100, H 720/900  
Tabletop in white laminate as standard\*  
Frame: Aluminium  
Legs: Steel\*\*



Phoenix, table 1500  
Dimensions: W 1500, D 1100, H 720/900  
Tabletop in white laminate as standard\*  
Frame: Aluminium  
Legs: Steel\*\*



Phoenix, table 2900  
Dimensions: W 2900, D 1100 H 720/900  
Tabletop in white laminate as standard\*  
Frame: Aluminium  
Legs: Steel\*\*



Phoenix, table 1400 Extension  
Dimensions: W 1400, D 1100, H 720  
Tabletop in white laminate as standard\*  
Frame: Aluminium  
Legs: Steel\*\*



Phoenix, table 4300  
Dimensions: W 4300, D 1100, H 720/900  
Tabletop in white laminate as standard\*  
Frame: Aluminium  
Legs: Steel\*\*



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### Book Offecct + Luca Nichetto

## Luca Nichetto

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## The life cycle continues with the Phoenix table

### Design with a story

Phoenix table is a continuation of Offecct's successful collaboration with designer Luca Nichetto. The new table complements the Phoenix chair, now part of the same collection. This launch coincides with the publishing of the second book in a series by Offecct celebrating the work with their design partners, including insight on how Offecct's holistic approach to sustainable and circular design has affected his work.

Winner of Form Magazine's 2017 'Sustainability Project of the Year', the Phoenix chair was developed according to Offecct's Lifecircle philosophy, designed to have a long, flexible and sustainable lifecycle.

"Phoenix is a success story in every way – for our sustainability philosophy, design vision and also in terms of sales. Therefore, it was natural that we continued to work with Luca to also develop a table in the same spirit as the chair," says Maria Olofsson Karemyr, Brand Manager at Offecct.

The Phoenix table has a slender shape that captures the expressions of the chair in a distinct but subtle way. The length is flexible and can be adjusted by adding extra inserts.

"As a designer, I want to drive and push development through the products I create and together with my clients point to alternative construction, production and material solutions. Offecct has a holistic view of sustainable design that I share and by acting together we can create real change," says Nichetto

Alongside the table launch, Offecct have published a book on Luca Nichetto, the second in a series offering deep insight into the brand's long history of collaborating with world leading designers, telling the story of the ideas, design and craftsmanship behind their products.

"In a way it's a kind of missionary, to spread knowledge and understanding about the work behind really good long-lasting design. When trade fairs and other meetings are cancelled, we find other ways," says Maria Olofsson Karemyr.



In the book, Offecct teams-up with a number of well-known creators, such as the design writer Yoko Choy Wai-ching, China editor of the Wallpaper\* magazine, photographer Björn Ceder, Andreas Ackerup and the team at Henrik Nygren Design.

In the book one can read about Luca Nichetto's first contact with Offecct in 2007 and how he adopted Scandinavian sustainability thinking into his native Italian design language. In a conversation with Dutch artist Daan Roosegaarde, Nichetto says: "The more restrictions you have, the more creative you have to be. Sustainability is one of these 'restrictions' that leads us to discover things that we have never considered before".



**Facts**

Offecct + Luca Nichetto

Publisher: Offecct

Text: Yoko Choy Wai-ching, Maria Olofsson Karemyr

Photography: Björn Ceder, Andreas Ackerup, Jonas Anhede Winge, Bruno Munari, Luca Nichetto, Daan Roosegaarde

Production: Henrik Nygren Design

Order your copy here: <http://ao-publishing.com>

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**About Offecct**

Offecct AB is a Swedish entrepreneur-led company with its headquarters and production in Tibro, Sweden. Offecct was founded in 1990 by Kurt Tingdal and Anders Englund. Offecct has a 20,000 m2 production facility and a yearly revenue of SEK 150 million. 50% of Offecct's sales comprise exports to more than 50 countries, and showrooms are situated in Stockholm and Gothenburg (SE), Oslo (NO), Copenhagen (DK), Milan (IT), London (UK), Rotterdam and Amsterdam (NL), Düsseldorf and Munich (DE), Zürich (CH), New York (US) and Singapore (SG). Since May 2017 Offecct has been a part of Flokk, an international group of companies with a focus on developing furniture for working places. In addition to Offecct the group owns HÅG, RBM, RH, BMA, Giroflex, Malmstolen, Profim and 9to5 Seating.