So-fa So Good! The2013 International Product Design Awards Shortlist Begins

Friday 26 October, 2012

The Sofa and Chair Company has been shortlisted for the 2013 International Product Design Awards after submitting their entry of the Bernini Sofa (fabric by www.bluebottle.co.uk). This unique design is a grand statement piece, representing the company as a luxury furniture manufacturer. The Bernini Sofa was selected for its class and interesting shape. This stylish design was created as a conversation piece, to set off a luxury members bar area in London. The original design brief required a bold and confident sofa with effortless charm and sophistication. This designer sofa is now part of The Sofa and Chair Company collection due to its popularity.

Jessica Smith, Merchandising Manager at The Sofa and Chair Company added “In my opinion, the Bernini sofa is one of the most elegant sofas in our collection. At The Sofa and Chair Company we specialise in shapely, yet tailored designs – which the Bernini demonstrates so aptly. It’s the type of sofa that works particularly well at the grander end of the scale.” She continued “Simply upholstered, the Bernini looks stunning in pure velvet, mixing tones and textures only enhance its beautiful form.”

Specialising in classic contemporary furniture, The Sofa and Chair Company products are a popular choice with celebrities and their reputation for quality is well known in the industry. As the leading manufacturer of bespoke furniture in the UK, the design team are full of cutting edge ideas putting a modern twist on traditional favourites.
The shortlist is still being finalised with only two other contestants selected so far, more designers will be chosen over the coming months. Occurring annually, The International Product Design Awards were introduced to celebrate design, recognise talent and to offer inspiration. Consisting of several categories including Hotel & Property, Design & Architecture and Product Design, the IPD Awards are hosted by Design et al Magazine and will be held at the Dorchester Hotel, London, in September 2013.

The 2012 International Product Design Awards took place in September this year with, with Candy and Candy winning in the for the Wall Coverings category and JAB Anstoetz winning in the Fabric category.

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