



PRESS RELEASE
FLY SOFA SC12

2017

&TRADITION

LAUNCHES

FLY SOFA SC12

BY SPACE COPENHAGEN



&TRADITION IS PLEASED TO INTRODUCE A NEW
ADDITION TO THE FLY SERIES — A 3-SEATER SOFA
DESIGNED BY SPACE COPENHAGEN.

2017

The Fly Series signals a sculptural approach to design without sacrificing comfort. Referencing a classic Nordic aesthetic, details and techniques, seen in the slatted wood backrest, organic shapes and solid craftsmanship, the look is unmistakably modern. In doing so, the series strikes a subtle balance between tradition and innovation, which &tradition champions as a brand.

With the Fly 3-Seater, Space Copenhagen amplifies your experience of lounging and socialising with ease. Three enormous seat cushions invite you and anyone else you would like to be with to relax in absolute comfort, with all kinds of options as to the solid oak colours and types of upholstery. Rearrange the back cushions anyway you like. Add a dog or cat, or curl up with a book or a cup of coffee. And you have all the creature comforts that make a house feel like a home – in a sofa.

Space Copenhagen is an architecture and design studio founded by Signe Bindslev Henriksen and Peter Bundgaard Rützou in 2005, famed for creating interiors for high-end hotels, such as 11 Howard in New York and five-star D'Angleterre in Copenhagen, as well as Michelin star Restaurant Noma and a long list of impressive clients with projects involving furniture, design objects and interiors reflecting their love of natural materials and elegant angle on atmosphere.

&tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique portfolio of furniture and lighting spans from the 1930s to the present day and includes designs by internationally renowned designers.

Product category	Sofa
Environment	Indoor
Materials	Oiled oak frame and base. CMHR foam and feather pillows. Fabric upholstery.
Dimensions (cm/in)	H: 70cm/27.6in, D: 80cm/31.5in, L: 240cm/94.4in. Seating height: 40cm/15.7in.
Colours	Smoked oiled oak with Chivasso Hot Madison (CH1249/093) White oiled oak with Chivasso Hot Madison (CH1249/094) Smoked oiled oak with Harald 2 182
Design year	2017
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&tradition®

PRODUCT

SC12



FRAME



White oiled oak



Smoked oiled oak



Smoked oiled oak

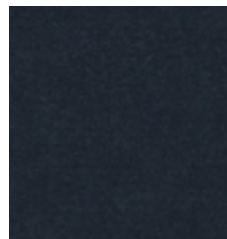
FABRIC



**Chivasso Hot Madison
(CH1249/094)**



**Chivasso Hot Madison
(CH1249/093)**



Harald 2 182