



**PRESS RELEASE**  
**CLOUD HIGH BACK** LN6 & LN7

2017



# &TRADITION

LAUNCHES HIGH BACK VERSIONS OF

## CLOUD

BY LUCA NICHETTO

&TRADITION IS PLEASED TO INTRODUCE HIGH BACK VERSIONS OF THE CLOUD SOFA, DESIGNED BY LUCA NICHETTO.

2017

It is easy to guess the inspiration behind the Cloud Series. Come closer, have a seat and do not be surprised if you feel like you are floating on air.

Designed to be spacious and expansive, Italian-born, Swedish-based designer Luca Nichetto wanted to minimise anything voluminous and accentuate the look and feel of lightness. Seen in this new version of Cloud sofas with a high back.

“Everyone is drawn to the idea of floating on a cloud,” says &tradition CEO Martin Kornbek Hansen. “It is the quintessence of comfort. With the high-back version of Cloud sofas, Nichetto augments the impression of lightness both visually and experientially. At the same time, he expresses the concept of cosy, which is very close to our hearts. In Danish, we call it hygge.”

The secret to Cloud’s truly hygge sensation involves feather and foam-filled seat cushions resting on an upholstered solid wood base. Slim steel legs keep the base “afloat”, with a special coating in black, chrome or bronzed. The cushions along the back are secured in place with a curved shell that extends quite high above your back, constructed from foam-wrapped plywood covered in the same textile to match the cushions.

“When you are floating on a cloud, you are in your own world,” explains Nichetto. “With the high-back versions of the sofa, you feel comfy, free and able to focus. Even the acoustics are more intimate. It is like having your own cloud up in the sky. It is a concept – but it is real. A private space you can share with others.”

Consider this your invitation to sit in them. Lie down in them. Have a chat with someone in them. And enjoy that uncanny feeling of being utterly enveloped by them.

Luca Nichetto is an Italian designer who operates from his offices in Italy and Sweden. A graduate from the University Institute of Architecture of Venice (IUAV), he opened his own firm Nichetto & Partners in 2006. Nichetto loves to collaborate with designers from around the globe to craft compelling concepts using natural materials and colours. Merging classic with contemporary - with personality.

&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.

<b>Product category</b>	High back sofa
<b>Production Process</b>	The frame is made from formpressed and CNC milled plywood and the base is built from steel and solid wood. The legs are made from solid steel rods. Frame and base is covered in soft CMHR foam and all pillows are made from a mix of CMHR foam, Comforell fibers and feathers.
<b>Environment</b>	Indoor
<b>Materials</b>	Plywood frame. Solid wood & steel base with no-zag springs. CMHR foam, Comforell and feather pillows. Solid steel legs. Fabric or leather upholstery.
<b>Dimensions (cm/in)</b>	LN6 H: 115 cm/ 45.3in D: 90cm/35.4in W: 180cm/70.9in, Seat height: 40cm/15.7in LN7 H: 115cm/45.3in D: 90cm/35.4in W: 232cm/91.3in, Seat height: 40cm/15.7in
<b>Colours</b>	The base comes in bronzed, chrome or warm black powder coating
<b>Design year</b>	2017
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**PRODUCT**

LN6



**LEG**



**Chrome**



**Bronzed**

LN7



**Warm black powder coating**

