



PRESS RELEASE CLOUD

2015



Product category	Sofa system
Materials	Plywood, solid wood, no-sag springs, powder coated steel and CMHR/feather pillows, Raf Simons for Kvadrat fabrics
Dimensions (cm/in)	Cloud comes in four sizes: One-seat sofa: H: 75cm/29.5in, D: 84cm/33in, L: 100cm/39.3in, Seat height: 40cm/15.7in. Two-seat sofa: H: 75cm/29.5in, D: 84cm/33in, L: 168cm/66in, Seat height: 40cm/15.7in. Three-seat sofa: H: 75cm/29.5in, D: 84cm/33in, L: 220cm/86.5in, Seat height: 40cm/15.7in. Pouf: H: 40cm/15.7in, D: 72cm/28.3in, L: 78cm/30.7in, Seat height: 40cm/15.7in.
Colors	Black Blue – Sunniva 2 192 & RAL 5004 Vulcano Red – Sunniva 2 662 & RAL 3007 Desert Stone – Sunniva 2 717 & RAL 7044 Ivory White – Sunniva 2 811 & RAL 1013
Design year	2015
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&TRADITION

LAUNCHES

CLOUD

BY LUCA NICHETTO

&TRADITION LAUNCHES CLOUD, A SERIES OF LOUNGE FURNITURE DESIGNED BY LUCA NICHETTO.

2015

Cloud is the first collaboration between &tradition and Luca Nichetto. The series – which includes a one-, two- and three-seat sofa, and a pouf – is all about providing warmth and comfort while retaining an elegant silhouette.

“Cloud is supremely comfortable,” says &tradition Founder and Brand Manager Martin Kornbek Hansen. “It combines the tradition of structured upholstery in Scandinavian design with the emphasis on fabrics and comfort of the Italian tradition. We are very pleased to present a product series that engages with tradition in such an innovative way.” Nichetto’s design practice embraces both Italy, where he was born, and Scandinavia, where he now has a studio in Stockholm, Sweden. “My aim was to combine the Italian and Danish traditions of making sofas,” Nichetto says. “Cloud has the defined shape of the Danish design tradition and the soft and cosy pillows of the Italian one.”

All of the Cloud furniture pieces combine a strong and defined weight-bearing structure with comfortable cushions and pillows. Cosy and welcoming, Cloud envelops the sitter as if a nest, but still maintains a clean, classic shell and silhouette. The back and armrest structure is made from plywood covered in foam and the base is made from solid wood and steel. The legs are made from steel coated in colours that match Cloud’s fabrics. The entire series is upholstered with exquisite Kvadrat textiles by Raf Simons and all pieces in the Cloud family come in black blue, volcano red, dessert stone or ivory white. In addition to this, the pouf comes in three different multi-coloured fabrics that match the base colours.

“What I really like about this project,” says Nichetto, “is that &tradition and I had the time to go really deep into all the details, and to focus on what kind of fabric to use, what colours, and what stitching.” The result is a subtle chromatic play between fabric and stitching, with innovative stitching patterns and colour combinations. “The goal was to be unique, to use the fabrics in an original way,” says Nichetto. “Because of the compact dimensions of the furniture in the Cloud series, they are perfectly adaptable to contemporary living spaces. Ultimately, the highest priority has been comfort and cozyness”, says Nichetto.

Luca Nichetto is an Italian designer based in Stockholm, Sweden. He studied at the University Institute of Architecture of Venice (IUAV) and opened his own firm, Nichetto & Partners, in 2006. He has been based in Stockholm since 2011.

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



LN3



LN2



LN1



LN4