

Press Release — Lulu Pouf
by Färg & Blanche



Design House
Stockholm

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Lulu is a new friend, a fresh presence that seems to be almost alive. A stylized sculpture vitalizing any interior. To sit on straight up as on a chair, or to recline on as with a chaise lounge. And for sitting down in a more intimate and connecting way. Lulu can of course stay put in a corner waiting to be of use, ready to bounce all alone or together like a boisterous flock around a table. Färg & Blanche challenges once more existing furniture typologies by fusing mimetic qualities with practical functionality. Lulu is also a welcome reminiscence of ancient times when furniture was infused with a life of their own: pottery, tables and couches decorated with lion paws, the beak of an eagle, plant extravaganza. An animistic spiritualism that cherishes the connection with nature indoors. Fredrik Färg and Emma Blanche's Lulu will happily populate any public and private space like a dear pet, without needing to be fed or causing any allergic reaction.

'It's like living furniture that populates your home,' says Fredrik Färg interrupted by Emma Blanche who claims that 'Lulu will let you relate differently to a fur-

niture object, almost like with a pet. Alone, or a whole flock of them, Lulu will make your home relatable in a new and harmonious way.' The design duo once more exhibits their playful designs, this time in a multi-use furniture piece that adds new flexibility to any environment.

Lulu is a new cousin to a whole family of objects which has been presented by Färg & Blanche since 2010. Their Succession collection has offered mimetic stools, cabinets, and mirrors in various sizes all dressed in black leather as well as colorful textiles. While the ingenuous process behind Succession resulted in a patterned sophisticated and refined expression without any seams, Lulu is a softer incarnation built on a wooden frame with foams in different densities for ultimate comfort. 'This is a creative magnetism at its best,' exclaims Anders Färdig, founder of Design House Stockholm. 'You almost want to hug these small sculptures, and you can sit on them contrary to plush toys. Lulu allows for a new way of sitting down: low by the floor and not so strict as with traditional furniture.'



Fredrik Färg & Emma Marga Blanche
(designers)

Lulu Pouf

PRODUCT NAME

Lulu Pouf

DESIGNER

Färg & Blanche

YEAR OF RELEASE

2023

PRODUCT CATEGORY

Scandinavian Room

COUNTRY OF ORIGIN

Vietnam

OTHER

Do not wash or dry clean.

MATERIAL

Structure: Kiln dried solid timber, TSCA certified plywood, high density foam wrapped with fiber on top. Cover: 70% recycled polyester, 30% polyester.

DIMENSIONS & WEIGHT

Width — 65 cm (25.6")

Depth — 36 cm (14.2")

Height — 59 cm (23.2")

Weight — 10.3 kg (22.7 lbs)

PACKAGE DIMENSIONS & WEIGHT

Width — 66 cm (26")

Depth — 37 cm (14.6")

Height — 58 cm (22.8")

Weight — 11.8 kg (26 lbs)

PRICE (RRP - INC. VAT)

SEK 5 995

AVAILABLE IN STORE

May 2023

Models



LULU POUF, BROWN

2830-0600



LULU POUF, CREAM

2830-0900



LULU POUF, YELLOW

2830-2000

Design House *Stockholm*

Design House Stockholm, Götgatan 14, 118 46 Stockholm, Sweden

Call → +46 (8) 509 08 100 | Web → designhousethstockholm.com | Mail → info@designhousethstockholm.com

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