



**PRESS RELEASE
CATCH CHAIR**

2013



Product category	Chair with armrest
Production Process	Molded PU foam
Materials	Molded UP foam, CMHR foam, aluminium swivel base, Kvadrat by Raf Simons fabrics or CA-MO leather upholstery.
Dimensions (cm/in)	H:90cm/35.4in, D:58cm/22.8in, W58cm/22.8in, Armrest height: 68cm/26.8in, Seating height: 45cm/17.7in.
Colors	White oiled oak/Sunniva 2 422, Sunniva 2 242. Black lacquered oak/Balder 3 692, Balder 3 192. Balder 3 792. Oiled or lacquered oak/ Silk aniline leather Other fabrics/leathers available upon request.
Design year	2013
Press info	andtradition.com For image downloads go to andtradition.com / downloads For press releases go to andtradition.com / press For price requests please contact press@andtradition.com
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&TRADITION

LAUNCHES

CATCH CHAIR

BY JAIME HAYON

&TRADITION PRESENTS
THE CATCH CHAIR

2013

Catch chair by the internationally renowned Spanish designer Jaime Hayon released during the Salone del Mobile in Milan.

“When I was drawing CATCH, I drew a man with open arms, like a chair that wants to catch you. And it works like that,” says Jaime Hayon of his chair for &tradition.

Renowned for his whimsical drawings, CATCH is capturing Hayon’s playfulness, while creating a comfortable, upholstered chair with a very light touch. The armrests extend from the padded backrest like literal limbs, ready to embrace you as you sit down. The wooden legs in stained or white-oiled oak adds a grace and lightness to the chair.

Our collaboration with Jaime Hayon dates back to when the company was founded in 2010,” says brand director Martin Kornbek Hansen. But this is the first product to come out of the exchange between Hayon and &tradition, that started over a steak dinner. “It’s a curious relationship,” says Hayon of the collaboration with &tradition. “Because I come from a very different ambience. I’ve always liked Scandinavian design, but I never knew I’d end up designing for great companies in the North.”

The meeting of Hayon’s Mediterranean aesthetic with the heritage of the Scandinavian craftsmanship has given rise to an innovative form. “It has been interesting to see how Hayon interprets and adapts his design to this tradition,” says Kornbek Hansen.

Since its foundation in the early 2000s, Jaime Hayon’s studio has built an international reputation for producing highly original and award-winning work for a wide array of companies, including French crystal brand Baccarat and Spanish porcelain manufacturer Lladro. Hayon imbues his designs with personality and maybe that is why this understated chair has such warm and welcoming feel, despite its neat and minimal lines.

&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.