

A sofa for all hours

Anderssen & Voll unveil the 10:30 sofa for Lapalma in Milan



Torbjørn Anderssen and Espen Voll with the 10:30 sofa for Lapalma. Image by Lasse Fløde.

Salone del Mobile, Stand 24 G09 – H10

16–21 April, 9.30am to 6.30pm

& Lapalma showroom, Via Gorani 4

Party: 17 April, Via Gorani 4

- Smart enough for 10:30 a.m., comfy enough for 10:30 p.m, the 10:30 sofa makes its debut at Salone del Mobile and at Lapalma's Milan showroom
- Designed for disassembly using FSC-certified materials, the sofa is fully recyclable
- Options available for both indoor and outdoor use
- Contemporary visual language with a nod to the Brio wooden toys of the 1970s

Making its debut at Salone del Mobile this month, the 10.30 sofa, or 'Dieci Trenta', represents the perfect balance of rationalism and comfort – evidence that even the most established and seemingly inflexible of furniture typologies offers space for fresh expression.

Oslo design studio Anderssen & Voll have been collaborating with leading Italian furniture brand Lapalma for over a decade, combining the studio's signature curiosity-driven creativity with the brand's 40-year focus of precision, practicality, and quality. The 10.30 sofa is the latest product to come out of the partnership.

"Our collaboration with Anderssen & Voll dates back to 2011. Since the beginning, the feeling between us was immediately positive. I love their design and approach very much; our partnership is fuelled by ever-new stimuli and is based on professional esteem but also personal affection."

– Romano Marcato, co-founder and owner, Lapalma



The 10:30 sofa's elegantly simple frame is constructed from FSC-certified European ash. Image by Lasse Fløde.

Aiming to create a lightweight, comfortable sofa with minimal materials and a reduced carbon footprint, Anderssen & Voll have developed a compact yet generous, highly versatile design in solid wood, with both indoor and outdoor variants. It is this versatility that gives the 10:30 its name: its strikingly rational design is smart enough for the morning at 10.30am, but also has the casual credentials for leisurely lounging after dark at 10.30pm.

Torbjørn Anderssen and Espen Voll owe the 25-year-success of their partnership in part to the collaborative approach they take to working with leading design brands such as Lapalma – fusing a deep understanding of the brand’s character and audience with their own creative drive to explore the fundamental identity of the object.

“We have been working with Lapalma for a decade. The quality is always exquisite. Lapalma is a rare brand as they have pretty much all of their production concentrated under one roof in Cadoneghe – travelling and working in this part of Italy was formative to us as younger designers.

10.30 is very much the result of a tried and tested Anderssen & Voll approach: shuffling traditional elements of an object around looking for beauty. When Lapalma saw the design they said: ‘How Scandinavian’. When we see it, we think: ‘How Lapalma’.”

– Torbjørn Anderssen, Anderssen & Voll

Rational, refined and restrained

Anderssen & Voll’s aim was to balance the comfort and elegance of the sofa with a compact form and a sustainable, material-efficient construction. The result is an engagingly simple, square-contoured expression that is both elegant in its restraint and inviting in its comfort. In all versions – outdoor or indoor; one-, two- or three-seater – the 10.30’s footprint is small, in terms of both space and carbon.

Anderssen & Voll compare the 10:30’s open construction and proportions with the Brio wooden toys that featured prominently in so many childhoods in the 1970s – including their own.

The 10.30’s core structure is formed from a frame in FSC-certified European ash wood, with African iroko used in the outdoor version on account of its durability and resistance to the elements. Affixed to the frame, a flexible slat system supports the

seat cushions. Designed for use indoors and out, the slats are made from a fully recyclable plastic from German company Oke, and consist of polypropylene with a core of fibreglass and polypropylene foam. At the end of life, the slats are broken down into three constituent materials, which can then be reconstituted for reuse.

To facilitate repair and recycling, 10.30 is designed for disassembly, with an open and transparent structure that enables all elements and materials to be easily separated. The sofa's cushions all have removable covers, making it easy to clean, and can all be flipped 180 degrees to maximise the lifetime of the cushion covers.



The 10:30 Sofa has been developed to have a minimal footprint – in both the carbon it consumes and the space it takes up. Image by Lasse Fløde.

The 10.30 sofa debuts at Stand 24 G09 – H10, Salone del Mobile, as well as the Lapalma showroom at Via Gorani 4. The sofa will also feature at the 25th-anniversary exhibition Universo Satellite at the Triennale di Milano.

For images and more information about the 10.30 Sofa and Anderssen & Voll, contact av@zetteler.co.uk.

Notes for editors

Anderssen & Voll

Anderssen & Voll is an Oslo-based design studio run by designers Torbjørn Anderssen and Espen Voll. Working with some of Europe's most renowned international brands, they take a non-dogmatic approach to design, resulting in objects of beauty and relevance. Their output spans furniture, lighting, home accessories and textile design for the likes of Lapalma, TAKT, Muuto, &Tradition and Audo, as well as their own in-house sustainable homeware brand, Nedre Foss.

anderssen-voll.com

Lapalma

For 40 years, Lapalma has been producing furniture for the home and the contract sector, achieving national and international acclaim thanks to the consistent and constant pursuit of high-quality materials, workmanship and finishes. Over the years, handcrafted materials and all-Italian production have guaranteed reliability, quality and customer care. Lapalma has long-standing relationships with a roster of internationally renowned designers, while seeking to forge new partnerships with emerging studios that show an affinity with the brand's values of sensitivity, professionalism and adaptability.

lapalma.it