

## ***From India to Milan***

# **HOF unveils the “Doab sofa” at Salone del Mobile, Milan**

## **The sofa as an embodiment of Indian craftsmanship**

Keeping the Indian tradition alive in design and making, leading furniture brand HOF furniture today unveiled their innovative family of bamboo sofas during the ongoing Salone del Mobile, 2016 Milano; the most important date in the calendar for the furniture industry. As part of the exhibition in the Brera design district HOF launched a family of sofas made from bamboo during the Milan design week. Apart from the sofas the other products being showcased are a family of tables (incorporating hand wrought brass vessels) and lighting

Sharing his excitement, Mr. Pravin Patel, Chairman, HOF Furniture System Pvt. Ltd. said “With the Make in India initiative in it’s full momentum, an Indian brand unveiling their design product at an International platform is the icing on the cake. After establishing its reputation in the corporate furniture segment, HOF is all set to be the most sought after brand in the home living furniture segment with this exciting new offering. It is a privilege to start the journey on an International platform”.

According to Mann Singh, the designer of the collection and design director at HOF, “through the process of designing this sofa we are expressing our vision of design in India. We are making furniture which looks beyond providing the basic necessities of comfort and engagement with the user. We want to take a serious look at the very basics of how furniture is made. The opportunity to use a local species of bamboo (some of the strongest natural materials) but also to use “khadi” woven by hand in nearby villages to provide something of immense value to whoever uses the sofas. We have succeeded in reducing the energy consumed in making the sofa by 75% and wastage by 90% while making a sofa which will last 300% longer. But beyond the numbers we have made a design which we love.”

*Exclusive features of the sofa includes*

- This sofa set is super light.
- This sofa is very strong and resilient
- The upholstery also uses the natural fibres, coir and kapok.
- The sofa has a bamboo structure, coir, and is upholstered in handwoven “khadi”
- It is luxurious, contemporary, natural, light-weight, strong and sturdy
- It is sustainable and eco-friendly with low carbon footprint
- It is created in India