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SoMod by jehs+laub

SoMod is the newest modular lounge collection by the German design duo, jehs+laub for Davis Furniture. Inspired by the smooth, organic forms of jehs+laub's successful Soft Lounge series, SoMod's profile features sculptured edges and continuous sweeping lines. When asked about SoMod, jehs+laub said, *"We wanted to expand upon the sinuous forms that we established with our Soft Lounge and Soft Privacy series and take it to a modular level."* The final result is a showpiece of modern design that is sure to provide an anchoring visual in any interior.

Bringing elevated comfort to its tailored silhouette, SoMod prioritizes relaxed lounging through its low profile and generous seat depth. Jehs+laub took great care in establishing the perfect level of comfort in this series. *"In commercial interiors, designers are often times forced to choose between comfort, function and form. SoMod is based on the concept of form and function working together harmoniously and without compromise."*

SoMod's limitless anthology of designs is established through its modest collection of seating elements including backed, backless and armed pieces. Benching units are also available with optional integrated laptop tables which, when specified, appear to hover between units. Each gangable unit rests on an inset plinth base that raises the lounge off the floor, giving each finished piece a floating visual that creates a striking contrast to its bold, monolithic design.

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SoMod provides an endless variety of furnishing opportunities. Ranging from classic sofas to large-scale modular benching and lounge configurations, this collection creates sleek yet remarkably comfortable spaces within lounge areas, open offices and casual interiors.

Markus Jehs and Jürgen Laub met each other during their academic studies of industrial design in Germany and became friends after an internship in New York in 1990. Shortly after they graduated, they set up their studio, jehs+laub, in 1994. From that time on they started to design furniture and lamps for Italian companies, such as Cassina, Ycamì and Nemo. They soon expanded their collaboration with brands like Fritz Hansen, Knoll International, Renz, Stelton, Schönbuch, Cor and Wilkhahn. Davis Furniture began their long-standing collaboration with jehs+laub in 2009, and have since designed multiple award-winning collections, including the Ginkgo family, A-Collection, Poise Occasional tables, Sachet, Reed and Hue, to name a few.

Founded in 1944, Davis Furniture is a leading voice in the contract furniture industry focused on placing Design at the center of every initiative while looking to the future of the workplace. Davis offers cutting-edge, innovative and aesthetically pleasing products designed and manufactured to benefit the functionality of the user and the interior. This fourth-generation, family-operated company continues to maintain the highest corporate integrity, a devoted loyalty to its customers and a never-ending dedication to design.
