

Press release / CAN COLLECTION

Design Ronan & Erwan Bouroullec

In the Can sofa, Ronan and Erwan Bouroullec are seeking to go beyond the creation of a practical, elegant and comfortable design. The intention is to reinvigorate the whole idea of the sofa, from something inherently complicated, to something simple, relaxed and for everyone.

The sofa comes flat-packed and is assembled at home as we believe people are keen to get things in a quick and simple way, it is better for all resources, it is less transportation, less volume, less stock, it is just much easier to do.

The idea of the name Can is that “you can”, “you can make it”, just don’t be afraid. Maybe the sofa will raise the fear “can I do this?”, “is it going to be right?” So, it is implemented into the name itself, just don’t be afraid, it will work.

HAY