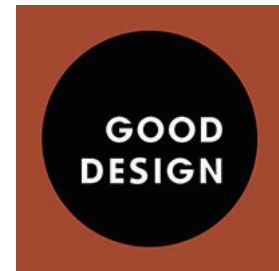


The Sabrina Smart Operation has won GOOD DESIGN 2013

February 12, 2014

We're happy to announce you that our Sabrina Smart Operation has won GOOD DESIGN 2013. Founded in 1950, the Good Design Awards is the world's oldest and most important industrial design program organized annually by the Chicago Athenaeum Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art, Design and Urban Studies. Submitted products are judged based on various factors such as innovation, new technology, materials used, structure, concept, and functions. Sabrina series is the fourth addition to the collaboration between Giugiaro Design and Okamura after Contessa, Baron (Okamura CP), and Luce (Luce also won the Award in 2011). The series has two sisters, older and original Sabrina Smart Operation which won the award and the younger sister, Sabrina Standard. What is the most notable about the series in common is its iconic back view with the ring structure. This part acts as both distinctive design and functional uniqueness. You can keep your correct S-shape posture on your back, and also bend rightward and leftward at the same time as the highlighted Sabrina experience. It is a great honor that Sabrina Smart Operation won the award out of over a thousand companies' submissions in 48 countries.



- The representation of comfortability and design combined – that is what Sabrina series is all about. -

In Okamura philosophy, comfortability and design do not contradict but interconnect. Sabrina is another representation of this. Holding the body and following the body movement both during sitting experience – made possible with on simple part, a symbolic ring structure. Streamlined design of the part is coherently seen in adjustable arms and aluminum legs as well. You can see this iconic ring structure not just in back view but from front view through permeable mesh back for which you have ample color variation to choose from. The world of Sabrina series is right here for you with the beautiful marriage between state-of-the-art technology and a worldrenowned design.

The iconic ring structure on the back view and the mesh

The center frame supports the spine and keeps help your correct S-shape while sitting. The side frame lets you bend both rightward and leftward for highest mobility and flexibility not to interrupt the flow of your creativity. With permeable and elastic mesh back, you can experience a true Okamura experience through Sabrina series.



- Four key functions of Sabrina Smart Operation

■Seat Height and Reclining

The lever located on the right front is for seat height adjustment and on the left is for locking / unlocking the recline.

■Quick Slide Operation

At the bottom-right of the seat is the lever for reclining tension adjustment.



■4D Arms

The up and down (1D), angle (2D), back and forth (3D), and right and left (4D) positioning of the arm pads are adjustable for fully customized comfort.

■Ankle Tilt Reclining

By sliding the backrest and the seat in synch with the load distributed from the ankle, it supports a natural reclining posture up to 23°without pressure on thighs.

For our product lineup, please visit okamura.jp



- About Okamura Corporation -

For over 60 years, Okamura has been Japan's leading office furniture manufacturer and a benchmark for the industry. Okamura is recognized for its high quality products achieved by excellence in design and engineering. Okamura products are now distributed to over 50 countries. Visit Okamura at <http://www.okamura.jp/>