

**GO® is setting the standard**

danerka

***Danerka and Ross Lovegrove  
exploring untapped potential within design, technology and materials***

Even though furniture design in the 20<sup>th</sup> century seemingly reached new heights in terms of innovation and creativity, once in a while a design emerges that really makes people sit up and take notice.

Danerka A/S, a furniture manufacturer that has been constantly at the forefront of the industry with regard to new product design, innovative use of materials and ground-breaking processes, is now introducing just such a product on licence from Bernhardt design USA.

This product is the *Go' collection*, which is now being launched in Europe. *GO®*, created by British design virtuoso Ross Lovegrove, is a chair range manufactured from magnesium, which is intended not for patrons of the classical and conventional, but for enthusiasts of modern design. The *GO®* collection consists of a striking and almost paradoxical chair and table design, which will definitely make an impact that will be felt in the design world for years to come.



**Love of shape**

When designing the *GO®* chair and table, Lovegrove's aim was to unite three things: his love of shape, his love of materials and his love of the industrial process. He explains: "This chair was designed to explore curved organic design, whilst also employing technical language relevant to our era. My objective was to utilise the link between technology and people in the modern environment, to strengthen the areas where they interact using new production techniques and new materials." As a result, *GO®* effectively fuses innovative design processes, ground-breaking technology and a new material - magnesium - that has never been seen before in furniture design.

**The new design language**

For the *Go' collection*, Lovegrove began the design process inside out. "It's very difficult to create a successful shape without using scientific, technical, and architectonic

data. In order to create a truly biomorphic, natural shape, I decided to start with the only given shape I had to work with – the floor. GO® is my personal statement on fixed shape as it relates to space. It was not so much designed, but rather expressed through the design process."



As a result, *Go's* appearance is organic through and through: a curvy, streamlined and sculptural design that imitates the physiology of the human form. Each individual curve, each space, each line moulds to the chair's occupant, so there is no clearly defined line between design and user. In this way Lovegrove has achieved the purest form of successful organic design by creating a smooth transition between human and human creation. He explains: "By elevating design to this standard we can create a world where the beauty lies in the perfection of our sensual experience, even within the world of replicated objects. For me, this is the future of design."

### **Material changes**

In addition to the exceptionally unique design, there is also the choice of material. Magnesium was selected for

Go® in order to realise Lovegrove's vision. Lighter than aluminium, magnesium has the highest strength/weight ratio of any of the commonly-used metals, making it ideally suited for enduring furniture designs. With regard to manufacturing and processes, there was close collaboration between Lovegrove and the manufacturers on the development of a method for working with magnesium.

"We initially realised the importance of magnesium in design as a result of the automobile industry's efforts to manufacture cars that are lightweight, strong and durable. It quickly became clear to us that aluminium would be too heavy for the solid metal structure of the chair, so we investigated the automobile industry's innovations in order to develop a manufacturing process for GO®".

And the result? A striking solid metal chair that weighs just 7 kg, making it ideal for furnishing – for both the residential and the business market. From restaurants and cafés to conference rooms and home offices: GO® blends in practically anywhere. Lovegrove says: "I view this chair as universal in its use. GO® is suited for furnishing layouts where a chair is regarded as more than just an everyday article of short-term value."

### **Perfecting the process**

With expertise in design, manufacturing and surface treatment unequalled within the industry, Danerka is seeking to effectively position itself as one of the leading

concept and product developers within furniture design.

This is also underlined by Danerka's close partnership with Bernhardt Design for Ross Lovegrove's latest chair, Orbit®.

With GO® they are also leading the way in the development of new material applications. Lovegrove says: "Bernhardt has given me a great deal of freedom and supported my ideas throughout. They have actively changed the perception of international furniture production, while encouraging designers to seek unrivalled refinement. They deserve special recognition within the design world for that."



*Ross Lovegrove has won countless international awards, and his work has been represented far and wide at international exhibitions around the world, and at a wide range of permanent exhibitions at design museums worldwide.*

*The Go® collection can be viewed at Danerka's showroom in Copenhagen, and will be presented on the European stage on Danerka's stand at Orgatec 2004 in Cologne from 19<sup>th</sup> – 23<sup>rd</sup> October.*

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