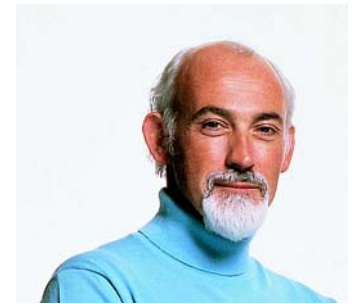


Press release

Orbit Chair on Orgatec 2004 designed by Ross Lovegrove



In many ways the use of plywood in chair design and manufacture has not progressed much since the fifties when both European and American modernists embraced this most sensual and forgiving of material. The plywood furniture that was designed in this era intuitively displayed forms that became universally accessible and culturally applauded. In today's modern world, many of these designs remain technically and aesthetically brilliant and so the position for a contemporary designer to innovate in this area is rather daunting.

As a follow up to the popular Go Chair, the Welsh designer, Ross Lovegrove wanted to create a new way of looking at laminated plywood chairs. Ross wanted to explore the advances in plywood technology and push them to their limits to arrive at a design, which has a truly unique, modern character and spirit.

Over the past two years Ross have worked closely with the leading wood technology authorities in Denmark, trying to push the plywood process to the limits of physical and aesthetic lightness, yet with strength that is rarely achieved in a design of this type. Orbits anatomical surface was



developed on one of today's most advanced computer systems, yet it was through a constant cycle of experimentation and hands on prototyping where the techniques were developed to make this possible. The result is a new generation of plywood design that presents a true three-dimensional shell that is beyond its mere graphic outline.

The design expresses a leaf like elegance with its rigid, structural spine that feathers out towards its thin and delicate edges. Ultimately this was achieved by way of the engineering and sculpting of the shells topography both internally and externally so that its strength is derived from a flowing central wave, which acts like an integral beam. This spine then flows below the chair creating a structural mounting point to the frame that elevates the seat shell so that appears that the seat is floating. This connection to the base frame is covered by a soft Silicon bumper, which conceals all of the connections and protects the shells from damage when stacking. The fluid contours and flowing form of the shell is enhanced by the rich linear qualities of the Quarter Cut Ash, Walnut and Zebrawood veneers that are offered.



Orbit in walnut, ash and black stained ash

The Orbit chair is created in cooperation with Bernhardt Design USA, and as a leading supplier of modern plywood chairs, Danerka A/S has been given the manufacturing- and distribution rights in Europe and Japan.

The Orbit chair is also available in a strong plastic (PC/ABS) version in various colours.



Orbit in plastic

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