

**GO®**

*The introduction of GO in 2001 gave Ross Lovegrove his big breakthrough in the USA. GO is a collection of chairs and tables designed to overcome physical boundaries in furnishing – from reception areas and boardrooms to kitchens – or even beside the swimming pool.*

Danerka A/S, Danish manufacturer of design furniture, is now launching the GO collection in Europe, on licence from Bernhardt Design, USA.

GO® combines Lovegrove's genius with his organically-based design philosophy and undiminished love of state-of-the-art technology. The result is just as much a work of art as it is a versatile and comfortable collection of multi-purpose chairs and tables.

Ross Lovegrove is currently regarded as one of the world's leading industrial designers, and works with clients such as Sony, Apple Computers, Olympus and Tag Heuer. His varied product designs range from walkmans, clocks and kitchen equipment to outdoor lighting and the

interiors of planes. Lovegrove, who was born in Wales and has a Master of Design degree from

The Royal College of Art in London, began his career at Frog Design in Germany, and first attracted attention when he was invited to work for Atelier de Nimes together with Jean Nouvel and Phillippe Stark. He has won countless awards, including the German 'Designer of the Year' award in 2001.

Lovegrove's unique view of nature and design has led him to the exciting initiative that GO® represents. For him, design is all about adapting the object to the person, their shape and lifestyle. Working with the firm belief that people are attracted to nature because the human physique, like nature, is curved, the Go' chair was designed with absolutely no straight lines. Until recently, technology did not allow the creation of such user-friendly and organic free-flowing shapes. Lovegrove overcame that dilemma with this collection. GO's appearance is organic through and

through: a curvy, streamlined and sculptural design that imitates the human body's own shape. Each individual curve, each space, each line has been adapted for the chair's occupant, so there are no clearly defined lines between design and user. In this way Lovegrove achieves the purest form of successful organic design by creating a smooth transition between human and human creation.



In order to create this collection, development of the GO<sup>®</sup> chair employed technology that is, historically, associated with the automobile and aviation industries. These industries, which have carried out research into alternative materials to make their products lighter, while retaining their strength, are integrating magnesium alloys into their production process. In addition to cars and planes, magnesium is used in production of component parts for computers, mobile phones and electrically-powered tools. Magnesium, the lightest of all construction metals with the highest strength/weight

ratio of any commonly-used metal, is 34 % lighter than aluminium and 50 % lighter than titanium. Bernhardt Design was at the forefront of this technology, creating the first consumer product manufactured wholly from magnesium. Diecasting GO<sup>®</sup> from magnesium significantly reduces the product's weight. As a matter of fact, the chair would weigh around 14 kg if it were manufactured from industrial-standard aluminium. Using magnesium reduces the chair's weight to almost half that.

GO<sup>®</sup> is universal in its use and easily blends into any business or home environment. The collection is available with two different surface coatings – silver or white. The appearance of the chair varies dramatically depending on the seat material selected - wood, polycarbonate, upholstered with fabric or leather. The polycarbonate seats are extremely versatile, as they can be used both indoors and out. The design of the chair means that any water quickly runs off, thus preventing any accumulation of moisture.

The GO<sup>®</sup> tables have been designed with numerous different options, so that they can be visually co-ordinated with and complement any version of the chair. The table pedestal is available in silver or white and with three different tabletops: Glass or wood in various veneers plus a selection of laminates. The table is available in sizes ranging from a café table of 90 cm in

diameter to large dining tables and conference tables.

With competence in innovative design, manufacturing and surface treatment, Danerka has effectively positioned itself as a leading concept and product developer within furniture design. The company is not only seeking new ways to overcome the limitations regarding materials such as



wood, metal and plastic, but is also leading the way in the development of new materials.

This is highlighted by the introduction of the GO® collection on the European market, which, together with the Orbit® chair range, provides a complete, ground-breaking furniture collection designed by Ross Lovegrove.

*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, together with Orbit®, 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.*

**For further information please contact:**

**Danerka A/S,**

**Bøgeskovvej 2,**

**DK-3490 Kvistgård,**

**Tel: +45 4913 8833**

**[danerka@danerka.dk](mailto:danerka@danerka.dk)**

**[www.danerka.com](http://www.danerka.com)**