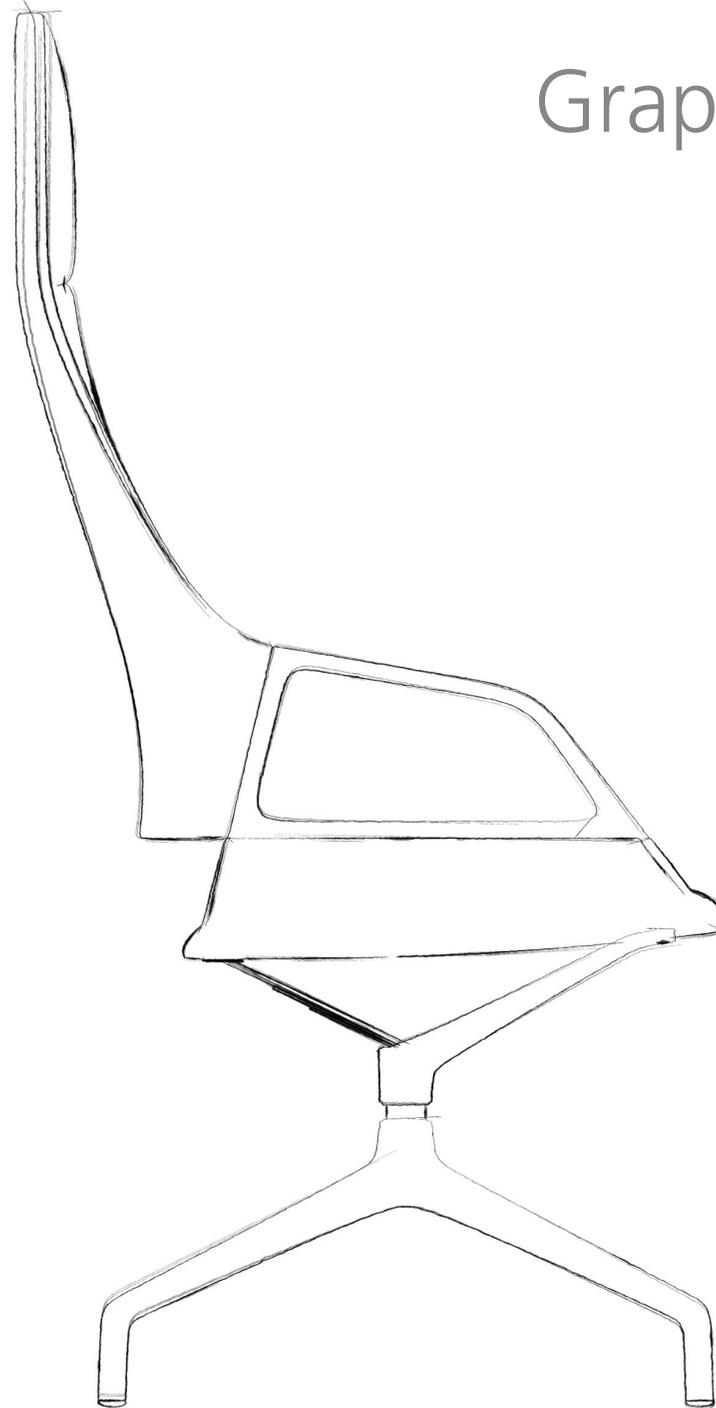


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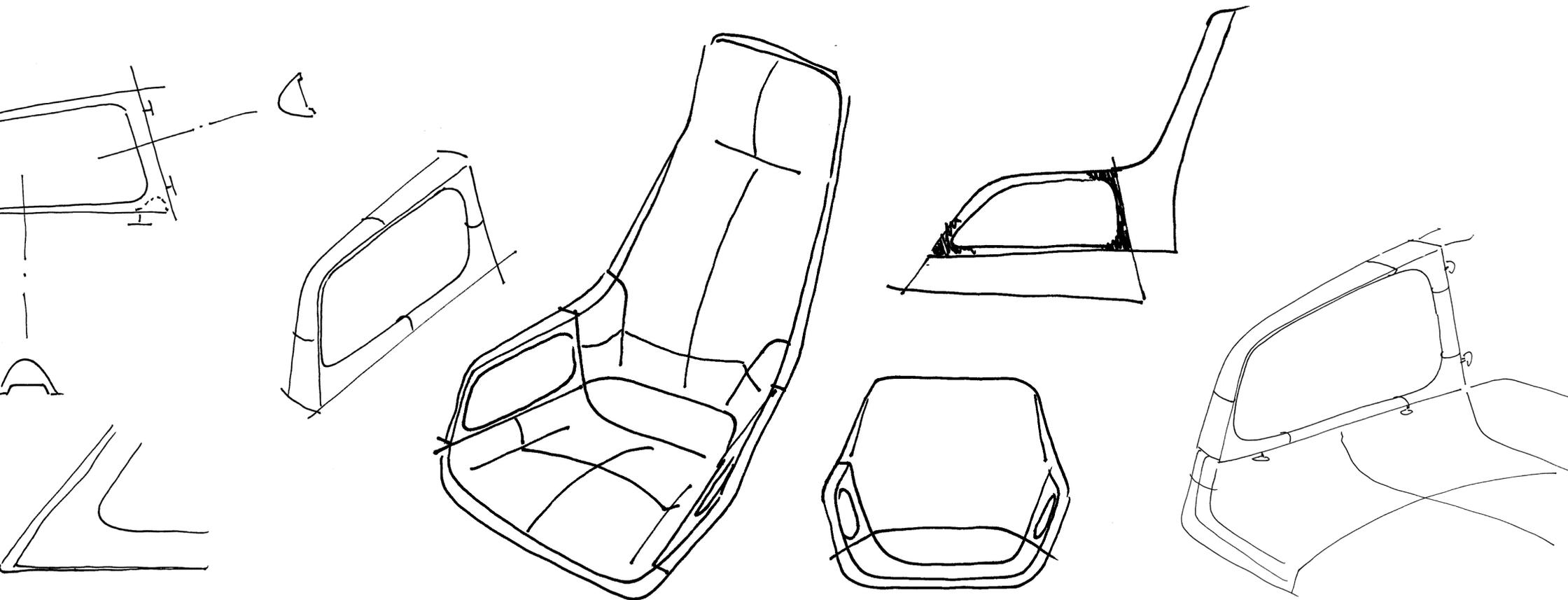


The choice of premium-design conference chairs is small – and has hardly changed for decades. So it's high time for a newcomer to pep up the traditional range. But how do you design a contemporary conference chair that fulfils discerning demands where aesthetics are concerned? And also offers comfort in terms of ergonomics without reminding you of an office chair? These were the questions that Stuttgart designer team Markus Jehs and Jürgen Laub posed at the beginning of the partnership in late 2008.



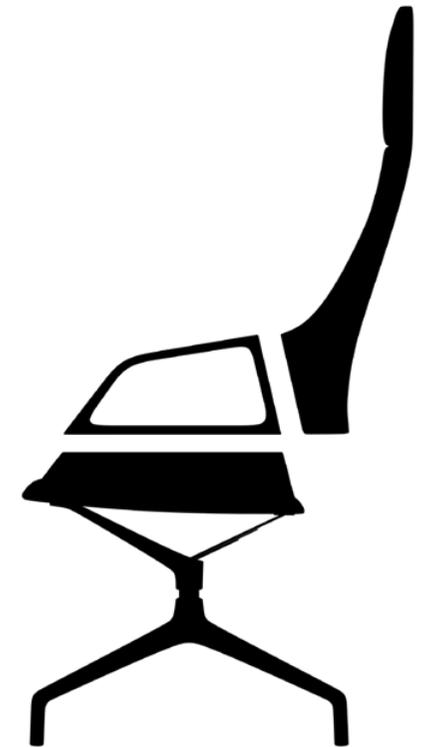


Required was an entirely new approach that translated the traditional values of a conference chair into a trend-setting form. And an ingenious idea that achieved dynamic comfort without any mechanical elements. What followed was an extraordinary design process, a partnership driven by the ambition to produce the best solution and a product that all those involved can be proud of.





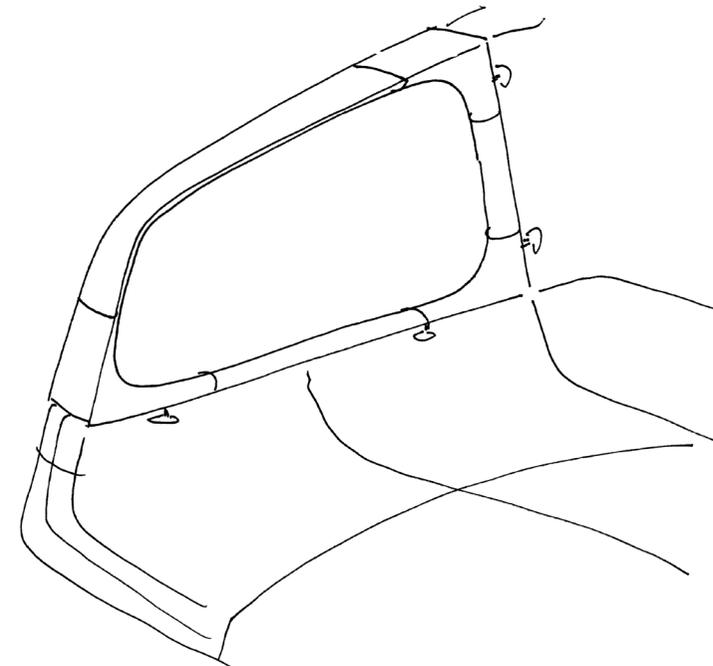
The graphical quality of its shape stands out at first glance. And it's this feature that the chair owes its name to. The blend of fluid and clear streamlined form, closed and transparent areas, harmony and contrast are a result of a stroke of genius, drawn from deconstructivism. A seat shell is cut through horizontally and then vertically, modified and re-assembled. The upshot was an exceptional shape that looks transparent and lightweight, but still conveys a feeling of assurance in a harmonious, enveloping shell.





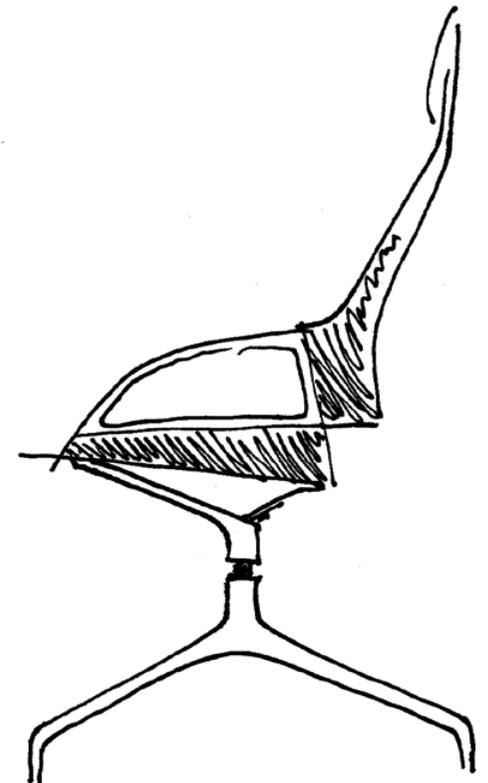
The form also changed the structure. The armrests become key connecting elements between the seat and backrest shells. They form open frames that the seat and backrest shells are connected to using a method not obvious to the eye. They absorb the geometric and fluid lines and underscore the formal contrast between alternating hard and soft materials. Carefully made from die-cast aluminium, they create the optical link to the frame's Y-shaped bearer.

In other words, the design as a whole and in its details reflects the highly expressive, charismatic character that does justice to the name Graph.



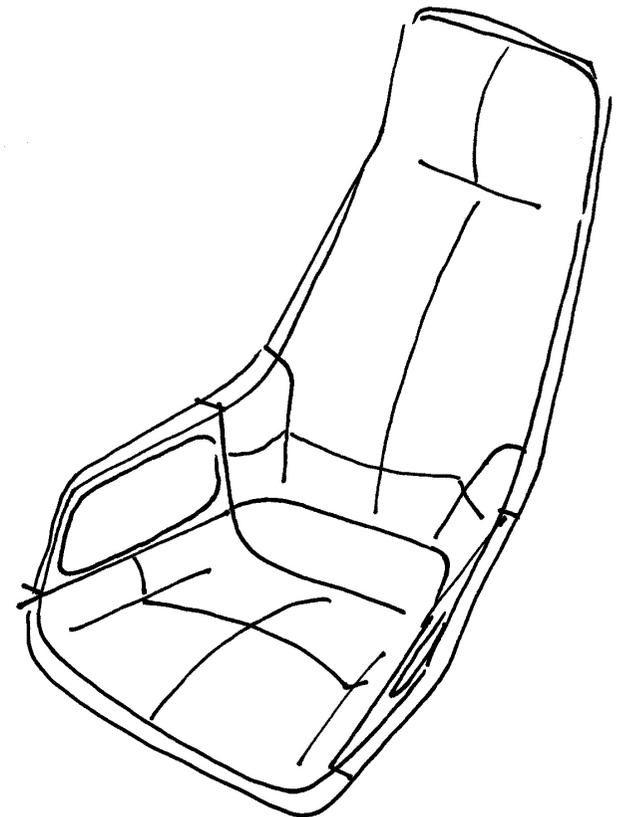


Equally ingenious as the form is the idea of flexibly supporting the seat on three points. To achieve their goal, the designers drew inspiration from automotive engineering. At the front, flexible connecting elements on the Y-shaped bearer ensure elasticity and a supporting leaf spring has been placed at the back. In combination with the sophisticated upholstery, a top-notch, three-dimensional seat is the outcome without any mechanical elements involved. A true newcomer to swivel chairs of this type.





When form and function fulfil sophisticated demands, uncompromising quality is a must. The surfaces of the armrests and the die-cast aluminium frame are superbly crafted. Only the finest fabrics and leathers are selected for the covers. And the precise seams stand for the perfect marriage of craftsmanship and industrial design.







For trend-setting seating and quality that makes no compromises in conference rooms.









Whichever way you look at it, Graph makes an impressive statement. It also offers an experience to all the senses that is set to endure. Whether in prestigious conference areas, in exclusively designed clubs, or in home dining rooms.







“During the development phase, we managed to find the ideal balance between aesthetics and engineering. And in the end the result is exactly what we had dreamt of at the beginning”.

Markus Jehs & Jürgen Laub

