

Knoll Introduces Marc Newson's Aluminum Chair at Salone del Mobile 2018

EAST GREENVILLE, Pa. – Knoll, Inc., a leading designer and manufacturer of branded furniture, textiles and leathers, has introduced the Newson Aluminum Chair by Marc Newson, embodying the company's celebration of 80 years of innovative modern design. Honoring the cantilevered chairs of Ludwig Mies van der Rohe, a forefather of Modernism, Newson's design, 90 years later, is a forward-looking expression that synthesizes simplicity, material and precision, in the Modernist tradition.

Debuted at the 2018 Salone del Mobile, Milan's annual furniture trade fair, the radical design reflects Newson's fanaticism for the space age, as well as his belief that, "design is about improving things and about looking to the future, pushing technology forward."

Defined by a single uninterrupted line, the design brings Marc Newson's signature combination of organic forms and precision engineering to the Knoll seating portfolio. Echoing the futuristic vocabulary that characterizes his work, the side chair for Knoll marries hard and soft, solid and transparent, in a striking form that seems to levitate in space.

Design and Concept

Commenting on his work for Knoll, Marc Newson said, "Knoll's modernist tradition provided the launchpad to imagine a chair for twenty-first century working and living."

Newson and Benjamin Pardo, Knoll Design Director, agreed that a new side chair for Knoll would honor the aesthetic principles that inform the existing portfolio of Knoll Seating, specifically the cantilevered designs.

Newson and Pardo revisited several Knoll designs, starting with Mies van der Rohe's Brno Chair. Celebrated for its lean profile and simple details, the Brno Chair reflects the groundbreaking simplicity of its original locale – the Tugendhat House in Brno, Czech Republic, designed by Mies.

While the Brno Chair served as a catalyst for the exploration, it was ultimately the 1928 Tugendhat Chair that most inspired Newson's final design. Pardo explained, "Newson's Aluminum Chair really pays tribute to Mies's Tugendhat Chair, employing a similar reverse cantilever. This reverse cantilever evokes a visual weightlessness and renders an incredibly simple profile, where the seat floats effortlessly and is joined to the back via the legs of the chair."

"We wanted to reimagine the tubular steel construction revolutionized at the Bauhaus—which is transitively tied to Knoll—with Newson's unique ability to imagine organic, almost futuristic shapes," Pardo recalled.

With this in mind, Newson forwent tubular steel in favor of cast aluminum, a material he felt allowed for a more dynamic form. The chair consists of three high-pressure castings—a main frame and two end caps—which connect to create a remarkably simple, yet structurally sound frame. To Newson's liking, the complexity of the engineering is made invisible through mechanical precision and streamlined design.

The mesh seat and back integrate seamlessly with the frame, further emphasizing the chair's visual purity. To evoke a more residential feel, Newson selected a mesh that is tightly knit and is softer to the touch.

The Newson Aluminum Chair is offered in combinations of three frame colors: black, warm white, and metallic silver; and six mesh colors: black, medium grey, blue, orange, yellow, and warm white. In addition, the stacking chair has two versions: arm and armless.

About Knoll

Knoll, Inc. is a constellation of design-driven brands and people, working together with our clients to create inspired modern interiors. Our internationally recognized portfolio includes furniture, textiles, leathers, accessories, and architectural and acoustical elements brands. These brands — Knoll Office, KnollStudio,

KnollTextiles, KnollExtra, Spinneybeck | FilzFelt, Edelman Leather, HOLLY HUNT, and DatesWeiser — reflect our commitment to modern design that meets the diverse requirements of high performance workplaces and luxury interiors. A recipient of the National Design Award for Corporate and Institutional Achievement from the Smithsonian`s Cooper-Hewitt, National Design Museum, Knoll, Inc. is aligned with the U.S. Green Building Council and the Canadian Green Building Council and can help organizations achieve the Leadership in Energy and Environmental Design (LEED) workplace certification. Knoll, Inc. is the founding sponsor of the World Monuments Fund Modernism at Risk program.

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