

NaughtOne Launch Table Designed to Run at Endless Lengths

Furniture Designer, NaughtOne, is Launching Morse, a Resourceful Table that Empowers Flexibility Through Simplicity.

(Knaresborough, UK, June 8, 2023): US industry design shows, NeoCon and Design Days, held in Chicago between June 12-14, will play host to the launch of global furniture designer, [NaughtOne's](#) latest product addition: *Morse Table System*.

Morse is set to join the NaughtOne product range as part of a double launch alongside their *Pippin Lounge Chair*, which will also be showcasing for the first time in the US at the shows. Morse, which is named for its series of unique accessories that resemble dots and dashes, is a resourceful table that empowers flexibility through simplicity. It is designed to transition easily from dining table to solo worktable or teamwork bench with ease, so that the same space can serve multiple purposes in one day, complementing and adding interest to any space.

With the launch of Morse, NaughtOne have continued to build on their sustainable design principles. Built with longevity and its end in mind, Morse adopts a timeless design and takes a highly adaptable, flexible system approach which promotes extended use. The simple 'kit of parts' is a wonderful example of a reductive use of materials which are easy to disassemble and recycle at the end of their life.

The Morse Table System naturally grew out of early conversations between Morse's designer, John Tree, and NaughtOne around the idea of a source table system; something very simple, but that does a lot. It underpins NaughtOne's core message: Absolute Simplicity leads to Infinite Possibility. John Tree says, "The Morse Table System isn't a family of tables; it's a solution that can provide any type of table you want at multiple heights, in the style of your choice." He goes on to say, "The range of tops, legs and structural elements can really cater to any situation, at any scale, and in any context."

Morse's simple design allows for it to be completely at home in a variety of spaces -- in premium airport lounges, as a place to touch down with a laptop between flights, in design studios as a surface for collaboration and creativity, or even in universities, as a table for research and learning. Morse can be specified with a choice of 23 tabletop colors, 17 leg finishes and optional accessories. Fun, yet high functioning, the Morse table combines technical brilliance with the potential for personal expression through form, color and accessories.

Both Pippin and Morse will be available to order from July 3, 2023. Visit [naughtone.com](#) to find out more about [Pippin](#) and [Morse Table System](#).

About NaughtOne

NaughtOne is a British furniture company who design and manufacture furniture for modern spaces. We are proud to partner with specifiers & dealers; to support renowned brands and local companies across the globe. Founded in 2005, the business ethos was and remains - to design beautifully simple pieces, designed to withstand time, trends and wear.

The business has grown over the past two decades. Part of the Miller Knoll collection of brands, since 2019. Our people-powered business employs nearly 100 people based throughout the UK, Europe, Asia and the USA. NaughtOne has received numerous awards and honours along the way, including The Queens Award in 2019, and has strived to drive the conversation around sustainability for many years.

www.naughtone.com

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