



# FORM

Form chair

**normann**

C O P E N H A G E N

# A Unified & Ambitious Chair

## - Normann Copenhagen presents the Form Series

Normann Copenhagen highlights its position as one of the leading design and furniture manufacturers with the launch of a reinterpreted range of chairs and tables that combine a strong design idiom with comfortable curves and an innovative industrial production technique. The name Form reflects the designer's inspiration drawn from the design of chairs throughout history. With a soft silhouette that merges with a rigid Nordic wooden frame, Form is Normann Copenhagen's idea of the perfect chair.

Simon Legald has been ambitious in his design of Form and in this has challenged the traditional type of construction seen in a chair. The goal was to create a chair with a cohesive and unified look as well as a natural integration between seat and base. In order to achieve this, Normann Copenhagen has developed an innovative and sleek mounting solution consisting of four moulded plastic connectors, which fit perfectly to the seat of the shell. This almost makes it appear as though the legs are growing out of the seat.

### Integrated & uncompromising

Since the initial idea, it has taken 3 years to develop the Form series. During the process angles have been corrected, curves have been adjusted, colours have been tweaked and more than 20 prototypes with various angles and material thicknesses have been tested in order to find the right solutions and achieve the best comfort possible. The end result is an uncompromising design, which blends craftsmanship with design history. In addition, the chair is totally unique.

The goal was also to create a flexible design that could be adapted to countless types of bases, including the ones that will emerge in the future. The easiest and most common way to achieve this is by making several holes underneath the shell to fit the different bases. Normann Copenhagen, on the other hand, has raised the bar and prioritised exclusive and well-executed details. The connection principle developed especially for the Form Chair makes it possible to mount different types of bases in the same holes. As a result Form is a homogenous and aesthetic design regardless from which angle you look at the chair.



### Industry meets craftsmanship

Form is a contemporary shell chair made of moulded plastic. The chair comes with or without armrests and as a barstool in two different heights. The shells are all created of the highest quality polypropylene, and have been moulded using one single injection. That way you achieve an extremely strong construction with the finest and clearest surface possible. As an additional detail, the shells go through an extra finishing phase, removing every visible trace of where the plastic has been injected into the mould.

The Form Chair is mounted with a classic base with an exceptionally strong build. The base is available in lacquered steel or FSC certified American oak or walnut. The powder coating used for the steel legs also ensures a highly durable result. The parts for the wooden bases are treated with two coats of clear varnish before they are mounted onto the shell. This provides extra durability while also offering a beautiful, natural surface.

Highly qualified furniture craftsmen who make sure the quality is the best possible make the wooden bases. The bases are assembled and sanded by hand after they are cut. The steel legs are produced in thick and strong steel pipe. The base is welded

together by hand, making the use of screws unnecessary and the construction more durable. The way the bases are made also makes the chairs very stable, thus improving the seating experience. All Form Chairs are fitted with strong plastic gliders which are well suited for most types of floors.

The Form shells are manufactured using the highest level of industrial expertise. This is clearly evident in the fine, matte and homogenous surface with minimal shrinkage marks. The wooden legs add an artisanal exclusivity and warmth to the design, while the Form Chair with steel legs has a more minimalistic and slender tone on tone look. The materials give the furniture an exclusive character which, combined with a simple design language and classic colours, make for a unique and long lasting design.



### **Attention to detail**

The moulded shell is based on well thought out curves, which follow the body and ensure optimal sitting comfort. For example, the seat is wider so as to accommodate various body types. It also gives you room to change your position so you sit comfortably for a longer period of time. Another important detail is varied thickness of the shell. A 4 millimetres thin edge at the top of the backrest provides flexibility, while the bottom of the backrest and the seat are thicker in order to increase stability and support. Finally, there is a small curve at the top of the backrest precisely where it feels most natural to grab the chair and pull it out from under the table.

Every detail has been carefully deliberated, also when it comes to the 6 timeless colour choices. There is, for example, nothing random about the dusty blue with grey undertones or the light grey, with its gentle associations to minerals and cement. The green is a careful balance between forest and bottle green, while the deep red unites tones from the entire spectrum of summer berries. Even the black and white tones are chosen so they are clean and calm to look at. A great deal of effort has also gone into colouring the moulded connectors and the steel bases, in order to match the shells perfectly.





### **Familiar Shape, Original Design**

Form is a fresh and at the same time sophisticated design with both familiar and new expressions. At the same time, the series is a tribute to form itself. Simon Legald explains the concept:

*"I had an idea of what the ideal chair should look like, and I have had this for many years. I wanted to unite the frame and the seat in a way I had never seen before. I have analysed hundreds of chairs from different periods during the design process. To me, form is the essence of design. Form is what makes a product recognisable and sets the design apart from other products. Form is the first thing you see, you then experience the function. Form is also where a designer can put his personal stamp on a piece of furniture or a product."*

The Form concept was Simon Legald's graduation project at The Royal Danish Academy of Fine Arts in the summer of 2012. The project earned him top marks. Since then, the series has been expanded with a dining table in two different sizes, which is the perfect companion for the Form Chairs.

**Colours:** White, Grey, Black, Green, Blue, Red

**Material:**

Form Chairs, Armchairs & Barstools - Shell: Plastic; Legs: Oak, Walnut or Lacquered Steel

**Size & price:**

Form Chair: H: 78 x L: 48 x D: 52 - SH: 43 cm, from EUR 230,- / GBP 169,90,- / USD 300,-

Form Armchair: H: 78 x L: 56,1 x D: 52 cm – SH: 43 cm, from EUR 255,- / GBP 189,90,- / USD 340,-

Form Barstool 65 cm: H: 77 x L: 40,8 x D: 42,2 cm – SH: 65 cm, from EUR 245,- / GBP 179,90,- / USD 300,-

Form Barstool 75 cm: H: 87 x L: 40,8 x D: 42,2 cm – SH 75 cm, from EUR 245,- / GBP 179,90,- / USD 300,-

---

You can download full-resolution images at [www.normann-copenhagen.com/press](http://www.normann-copenhagen.com/press) (no login required).

Your readers can find more information at [www.normann-copenhagen.com/form](http://www.normann-copenhagen.com/form)

For more information regarding products, design profiles, photos or hiring of products please contact:

PR & Communication Manager Nathja Larsen, + 45 35 270 532, [nathja@normann-copenhagen.com](mailto:nathja@normann-copenhagen.com)

You can follow us on Instagram (@normanncph) and Facebook ([facebook.com/normanncopenhagenfan](https://facebook.com/normanncopenhagenfan))