



## THIS CHAIR ACCORDING TO HANS LENSVELT

**THERE ARE ALREADY SO MANY CHAIRS. SO WHY THIS CHAIR? DOES IT REALLY ADD ANYTHING?** A reasonable question, one I also asked myself. A lot of new chairs don't actually add anything new. Sometimes they are just cheaper. There is nothing wrong with that. Apart from when they lack workmanship and aren't as strong. And it's even worse when they are a cheap imitation of a good concept. That is going a step backwards rather than forwards.

Sometimes they are strange just for the sake of it. Not functional at all. Which I think is completely missing the point.

When I see the Butterfly Chair by Arne Jacobson of course I ask myself why so many chairs have been designed since.

The Lensvelt design team takes a long time before deciding to develop a new product. This prevents us from having to develop a new product every year. Our aim is to let an already existing design evolve over time. Our product lines run for a good many years. I am convinced a few of our product designs will last forever. The Rizzato System and the Stealth cabinet spring to mind as great examples.

Up until now our assortment did not really include a stacking chair with a wooden seat. There is the Gerard van den Berg Flag design, which we manufactured with a wooden seat but this was not ideal. It was too heavy and not easy to stack.

*It was time for This Chair.*

This Chair has quality: Fantastic design. The work of Richard Hutten is immediately recognisable. Richard's credo is 'No Sign or Design'. The chair is of an exceptionally understated

design. As a result the chair does not make an overtly designed impression at all and can be used in many different projects. This Chair lets the architecture be what it is. The chair does not make a statement as such. It supports. This Chair can be stacked up high because of the thin seat. Innovative. The seat is made from 3-dimensional curved veneer. It is a completely new technique, without this technique we would not have been able to make This Chair.

Because the seat is made from natural wood instead of a synthetic material, it emanates a sense of luxury. Its quality is immediately recognisable. This Chair is light, weighing only 1.7 kg. Because the veneer can be curved in three dimensions the seat is both light and thin.

Environmentally friendly? The chair is made from 100% natural materials. Only steel and natural wood is used. With the exception of the synthetic stacking ridges. As manufacturers we owe it to our children and grandchildren not to burden society with ecological problems, and I do feel strongly about this.

The chair is affordable; Richard and I did not want a pretentious product for the happy few. We wanted this chair to be affordable for a wide range of people. No art.

This Chair is ergonomic. Richard's Studio, together with Ergonoom conducted extensive research into what would be the most optimal shape for the seat. The model was adjusted many times over. Even though the seat is not upholstered, you can still sit on it for up to four hours non-stop.

The wood feels comfortable; it won't give you a cold backside. This in contrast to synthetic, steel or aluminium seats.

The chair follows the most stringent standards for stacking. This Chair can be coupled or uncoupled super-fast.

### WHERE WILL THIS CHAIR BE USED?

In restaurants, conference rooms, auditoriums, crematoriums, in offices as the extra 'pull-up a chair'. In the galleries of council chambers. You name it.

### WHY RICHARD HUTTEN?

First and foremost because Richard is a close friend, we've known each other for years. We always have a lot of fun. It was time we worked together. Our business is serious. You don't just come up with a product just for the sake of a friendship. Luckily this project presented itself. Richard is the type who believes you should be able to have a drink with the client and philosophise about more than the product you are working on.

*To share a tear over the disappointments. To share in the victories.*

I think this applies to the designer too. You enter into a relationship for a long time, creating something together. The creative process takes a lot of hard work, beyond the limits of what is possible. It is essential to remain critical and respectful of each other. But it is an amazing feeling when at last the product is there for everyone to see. Completely finished, exactly as we wanted it.

Apart from our friendship, Richard's conviction fits in with this product and appeals to me greatly on a personal level. There are very few designers who would have been able to translate our complex set of demands into a concrete product!

*Richard, congratulations!!!!*

### YOU SAY THIS CHAIR IS AFFORDABLE. SO WHAT WILL THIS CHAIR COST?

The current model's price is only euro 140 nett.

# THIS CHAIR

**Richard Hutten (38)**

Academie industriële vormgeving Eindhoven

MOST REMARKABLE PRODUCT/PROJECT:

My sons Abel Storm and Boris Hutten



*Nominated*  
**DUTCH DESIGNPRIZE 2005**