



Simplex 3D – multifunctional swivel chair with three-dimensional movement

Key information:

At the 2018 Designers' Saturday in Langenthal, Girsberger is presenting the "Simplex 3D" swivel chair. The main features of the chair are its three-dimensional movement, ease of operation and varied uses. At this key biennial event on the architecture and design scene, the innovative chair by greutmann bolzern designstudio will be showcased in all its facets and will even star in a special performance staged during a tour of the Girsberger factory. Its features and potential uses make "Simplex 3D" the perfect fit with the motto of this year's event "improve – share – connect".

Bützberg, 02.11.2018 – "Simplex 3D" is a universal, multifunctional swivel chair combining simple and intuitive operation with three-dimensional movement. It is intended mainly for temporary use at sitting, standing, collaboration and project workstations, in the increasingly mobile and process-driven modern working environment.

Over the course of the design process at greutmann bolzern, the initial design impetus of a sitting ball evolved into a movable chair with a backrest and multiple seating positions. The need for three-dimensional movement was a key consideration and was solved by an innovative seating mechanism designed by Girsberger. Urs Greutmann: "Because of the newly-emerging office concepts, we have less need of functional swivel chairs with advanced ergonomics and greater need of easy-to-use and diverse seating options. Other than the height adjustment, we have omitted all the operating elements." The "Simplex 3D" can be sat on from all sides, in lots of different postures, allowing

maximum physical freedom of movement. Because it is easy to operate, it is ideal for temporary use in many different settings. For Carmen Greutmann-Bolzern, a feminine design vocabulary was important – a female touch: “In the era I was looking to for inspiration, Chanel was showcasing brand new fashion designs: black on top and white on the bottom and vice versa. That’s what gave us the idea for a bi-colour design.”

A pilot study by the Federal Institute of Technology (ETH) Zurich's Laboratory for Movement Biomechanics successfully showed that the Simplex's integrated 3D mechanism can promote more dynamic sitting.

As well as intuitive movement options, the “Simplex 3D” brings a homely touch to the work environment. The chair is available in a choice of six colours. With the tapered connecting element between seat and backrest and the option of two colours, the chair creates real impact. The legs are available in polished or black aluminium as well as black plastic and there is also a high stool version with foot bar.

About the designers:

Carmen and Urs Greutmann-Bolzern established the greutmann bolzern designstudio in Zurich in 1984. Today, it is one of Switzerland's most renowned studios. The duo go way back, to their time studying together at the FHNW Academy of Art and Design in Zurich. Carmen Greutmann-Bolzern graduated as an interior designer and Urs Greutmann as an industrial designer. The office setting forms the focal point of the design studio, which the pair founded immediately after graduating. Since 2003, they have jointly held the Chair in Product Design at the Academy of Fine Arts in Munich.

About Girsberger:

The Swiss company group was established in 1889 as a woodworking shop and soon made its name as a manufacturer of seating furniture. Today, it focuses on providing high-quality and innovative furniture solutions for offices, public spaces and homes and has particular expertise in processing solid wood. Its own production sites combine a variety of different manufacturing disciplines, thus providing a high degree of production versatility and allowing the strategic move into Customized Furniture and Remanufacturing. From Koblenz, close to the border with Germany, the wood trade unit supplies furniture manufacturers and carpentry businesses with top-quality solid wood.

Today, the international company group is managed by Michael Girsberger, who is the great-grandson of the company's founder. Outside Switzerland Girsberger has sales companies in Germany, France, the Benelux countries, Austria and Turkey; the company's headquarters are in Bützberg, near Berne. Production locations are situated in Bützberg (Switzerland), Edingen (Germany), Kraljevci (Serbia) and Silivri (Turkey).

For more detailed information about the company visit www.girsberger.com.

These and other images are available in web quality or high resolution in the Girsberger Media Database.



“Simplex 3D” bi-colour in various colours and with various frame versions



“Simplex 3D”: simple to use with interesting design details



“Simplex 3D” at the meeting table (left) and as a high stool with foot bar for sitting and standing workstations at high tables (right).

Media contact:

Dorothea Scheidl-Nennemann
Public Relations Manager – Girsberger Group
Girsberger GmbH
Ersteiner Strasse 2
D 79346 Endingen

Tel. +49 (0)162 130 04 57

www.girsberger.com

dorothea.scheidl@girsberger.com

