

## **TAKT's first eco task chair brings elegant ergonomic functionality to the home office** Launching 26 April, new Pearson Lloyd design fuses workspace practicality with domestic aesthetic

With working from home now an ongoing reality for many of us at least some of the time, the aesthetic gulf between office furniture and home interiors has become increasingly apparent. Most workplace furniture is designed for contract production so the focus is on functionality and economies of scale, leaving few options on the market for individual consumers looking for a task chair with the same kind of crafted quality, tactile appeal and aesthetic profile as the rest of their home furniture.

In parallel, offices are embracing new flexible-working models and increasingly turning to simpler – but still ergonomic – furniture, and borrowing from the aesthetics of the home to create welcoming atmospheres, conducive to creativity and collaboration.



This launch brings TAKT's eco credentials and rapid direct-to-consumer logistics to the slow and wasteful task-chair market.

The Cross Task Chair is TAKT's response to this shift. Having made its name with flat-pack wooden lounge and dining seating, the Danish eco-design B-Corp is now launching into new territory: high-quality, environmentally responsible, design-led task furniture for the home.

*"The need for flexible working has increased massively in recent years, and we expect this to continue. People will increasingly mix home with office, and work from the office will shift to being more flexible and diverse – not just sitting still in the same position the entire day. This new way of working requires different tools. The traditional desk chair is often too complex to customise for casual work sessions and ends up being worse ergonomically. We wanted to introduce a chair that crosses the barriers between work and home – a chair that was domestic in its expression, with a few core ergonomic adjustments."*

– Henrik Taudorf Lorensen, founder, TAKT

Following the launch of the Cross Table 120, designed to do double duty as a dining table and work desk, the Cross Task Chair is the perfect complement – a versatile, ergonomic task chair ideally proportioned for compact spaces. To create it, long-standing TAKT collaborators Pearson Lloyd have taken the design language that they established with the brand's flagship products – the Cross Chair and Cross Chair Tube – and translated it into the new typology.



Radically transparent, TAKT is the furniture design brand to release carbon reports for every product in its catalogue.

## Minimal form, maximum function

Pearson Lloyd's design takes the lightweight look and elegantly minimal material expression of the Cross Chair Tube – with its slim wooden back fitted to parallel tubes of recyclable high-pressure steel – and incorporates the adjustability necessary for a task chair into the wheeled base without compromising its clean and simple appearance.

*"The Cross Task Chair has a wonderfully clean and simple appearance. It's a task chair that can be viewed from all sides – even from under the seat – without disturbing the elegance of its expression."*

– Tom Lloyd, Pearson Lloyd

Easy to operate, with minimal knobs and levers, the chair has a swivel base and pneumatic lift with a height-adjustable lever. It has a simple, intuitive range of dynamic movement, allowing the user to lean backwards and forwards, relieving tension and creating postural change. A gently curved lip in the front edge of the seat reduces pressure on the backside of the leg.



TAKT's Cross Task Chair brings workplace functionality to the home office, alongside its Cross Table that was launched to better serve new remote- working patterns.

## Upholstery and colours

In addition to the standard variant with an oiled oak seat and backrest, the Cross Task Chair is available with a range of upholstery fabrics and colour finishes, allowing it to complement any home interior style. The contemporary colours have been curated from a palette that TAKT developed in collaboration with visual artist Malene Bach, inspired by the historic colours of the Scandinavian cityscape.

*“Covid 19 has propelled a cultural shift and most of us need to create spaces to work at home. However, typical office products are aesthetically at odds with our homes. We wanted to address this. We wanted a more reductive, simple and tactile quality to allow the chair to fit in with existing interior spaces.”*

– Luke Pearson, Pearson Lloyd

The backrest and seat are both available in black lacquer variants, and the seat can also be upholstered with black or cognac Dunes leather, or the Kvadrat woollen fabrics Canvas 996 in forest green or Hallingdal 130 in grey. The forest green seat can also be paired with a chrome green backrest, the grey with a lichen green.



Cross Task Chair's lightweight domestic aesthetic will fit into diverse home and Work environments.

## Designed for disassembly, with minimal environmental impact

Like every TAKT product, the Cross Task Chair is designed in accordance with the brand's 10 eco-design principles and supplied direct to the consumer, flat-packed in a single box, making shipping both more efficient in terms of both cost and carbon emissions. It is quick and straightforward to assemble, and each component can be easily removed or replaced if needed, thereby extending the chair's lifespan.

As is standard practice for TAKT, all wood is FSC-certified, the chair has been awarded the EU Ecolabel ('flower mark'), and its environmental impact has been quantified using the European Commission's Product Environmental Footprint (PEF) guidelines, and the independent Danish climate calculator MÅLBAR.

With carbon emissions calculated for every stage from production to end-of-life disposal, TAKT is able to ensure that all 65.7kg of CO<sub>2</sub>-e generated is fully compensated via the Finnish carbon marketplace Puro.

## Notes to editors

### Cross Task Chair launches on 26 April 2022

For hi-res product imagery, further information about the Cross Task Chair or other products in the TAKT collection, please contact [takt@zetteler.co.uk](mailto:takt@zetteler.co.uk).

#### TAKT

TAKT is the furniture company rethinking the way to design, build and sell furniture for the mutual benefit of people and planet. Launched in Copenhagen in 2019, TAKT aims to reinvent the Scandinavian design tradition for the modern day. Sustainable materials and production methods are at the heart of its mission to provide high-quality design at accessible prices – without having a negative impact on the planet.

Reflecting its commitment to sustainability and social responsibility – not just in its individual products, but in its entire business approach – TAKT has become one of few European design brands to be designated a B-Corp, and is the only brand to consistently have every one of its products certified with the EU Ecolabel – the



---

'flower mark' used to certify that all stages of the production cycle meet high environmental standards.

Danish in character, global in scope, TAKT has developed a digital value chain that enables it to sidestep the intermediary stages of conventional furniture brands, allowing it to maintain a uniquely appealing balance of cost, craft and carbon reduction.

[taktph.com](https://taktph.com)

@taktph

### **Pearson Lloyd**

Founded in East London in 1997 by Luke Pearson and Tom Lloyd, the design office Pearson Lloyd works with manufacturers, brands and public bodies to identify and build products, spaces and services that respond to the challenges of the day and enhance our experience of the world. Their philosophy of 'Making Design Work' emphasises the studio's passion for the act of making functional, beautiful and efficient solutions that serve equally the needs of their clients, their users and society.

[pearsonlloyd.com](https://pearsonlloyd.com)

@pearsonlloyd