

Eco design brand TAKT takes flagship design to new heights

Pearson Lloyd introduces new timber bar stool to sustainable flatpack family



Left to right: Cross Bar Chair and Cross Bar Chair Tube share a design philosophy but offer two material options according to taste.

When they first developed Cross Chair, Pearson Lloyd and TAKT sought to embody the Scandinavian design principles of craft, simplicity and elegance in a design that was circular from the start – sustainable to produce, made to last, easy and intuitive to assemble from flatpack, and properly repairable and recyclable.

The launch of the Cross Chair put the Danish brand – now a B-Corp – on the map, catapulting TAKT into the international spotlight. Since then, the versatility of the Cross design has allowed it to expand into several other finishes and furniture typologies, including a version in recyclable steel, two tables and, now, Cross Bar Chair.

A new evolution of a flagship design

The new chair is TAKT's response to a clear demand to bring the timeless aesthetic of the Cross design into hospitality settings such as restaurants, cafés and hotels. To create it, Pearson Lloyd took the innovation at the heart of the original design – the eponymous cross structure beneath the seat – and optimised it for bar-stool scale.

"Bar stools are rarely designed with replaceable components. The Cross Bar Chair extends TAKT's commitment to full replaceability and repairability to a new furniture category, delivering an efficient solution to the bar-stool market."

– Luke Pearson, Pearson Lloyd

The resultant design is available at two seat heights – 75cm for bars and 65cm for countertops – and in two material variants.



The brand new Cross Bar Chair by Pearson Lloyd is an evolution of TAKT's flagship furniture family, bringing an efficient flat-pack solution to the commercial bar-stool market.

The Cross Bar Chair is made entirely from oak, whereas the Cross Bar Chair Tube features a black frame in recyclable high-pressure steel. Both versions feature a footrest for comfort, a smaller seat and a smaller, lower backrest to accommodate the different way in which people sit on bar stools compared to dining or lounge chairs.

"The compact nature of the chair suits both kitchen counter and bar heights, which are found both at home and in hospitality and workplace settings. The addition of the back also gives the user a sense of direction and comfort when

in use. Unlike backless stools, which have to be flat because they are directionless, the bar chair has a definite orientation, which we like.”
– Tom Lloyd, Pearson Lloyd

These evolutions mean that – although the chair is visibly part of the Cross family, it also has its own distinct character. Every component of the chair has been designed afresh, taking into account the shift in overall scale, different sitting postures and ensuring a coherent, integrated design.

Made to match any interior

With three timber finishes – oiled oak, smoked oak and black-lacquered oak – and optional upholstery materials including cognac and black leather, and three textiles (sand grey, dark petrol and golden ochre), both versions of the chair can be adapted to suit interiors of different styles. This adaptability ensures the Cross Bar Chair is a welcome addition not only to hospitality settings, but also to workplaces and coworking spaces with high tables – as well as private homes.



TAKT offers Cross Bar Chair in multiple finishes and upholstery options to suit all commercial interiors.

Certified sustainable

Like the original Cross design – indeed all TAKT products – both the Cross Bar Chair and the Cross Bar Chair Tube are designed to be packaged flat, shipped economically and carbon-efficiently, and intuitively assembled at home with minimal tools. All parts are recyclable and replaceable, increasing the product's longevity by enabling the owner to easily repair the chair should the need arise.

As is usual for TAKT, all versions of the Cross Bar Chair are certified with the EU Ecolabel – officially recognising that all stages of the production cycle meet rigorous environmental standards. Timber components are all FSC-certified, and TAKT is publishing full carbon-equivalent data for every stage in the production cycle, calculated by the Danish climate calculator Målbar – and offset via the Finnish carbon marketplace Puro.



Notes to editors

The Cross Bar Chair and Cross Bar Tube are available to order from the TAKT website at taktcph.com, starting at £209.

For hi-res imagery and further info about Cross, TAKT and/or Pearson Lloyd, please contact takt@zetteler.co.uk.

T16 Cross Bar Chair options

Oak – Oil
Oak – Black lacquer
Smoked Oak

T16 Cross Bar Chair Tube options

As above, with black powder-coated steel frame
Oak – oil
Oak – black lacquer
Smoked oak

Upholstery options

Leather: Dunes Cognac leather, Dunes Black leather
Textile: Remix 123 Sand grey, Remix 873 Dark petrol, Remix 422 Golden ochre

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 Danish 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-Corps, and consistently has every one of its products certified with the EU Ecolabel – the ‘flower mark’ used to certify that all stages of the production cycle meet the highest environmental standards.

TAKT™

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

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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.

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