

Embargoed until 9 March 2021

The return to form

TAKT breaks the mould with statement eco design Sling Lounge Chair by Sam Hecht and Kim Colin



Sling Lounge Chair is the first chair by Sam Hecht and Kim Colin for TAKT, the industry-leading eco-brand based in Denmark.

“We are constantly met by new chair designs, but not very often by designs that push our perception of what a chair can be and look like.”

– Henrik Taudorf Lorensen, founder, TAKT

In the two years since it burst onto the scene, furniture brand TAKT has been proving that top-flight production quality and peerless sustainability standards could both be delivered affordably via an online-only business model. With a widespread international customer base, several design awards under its belt, and examples of its furniture on show in retail spaces and cafés across Europe and beyond, TAKT has

demonstrated beyond doubt that the world of furniture production and distribution was ripe for revolution.

Now, with the launch of the Sling Collection, the trailblazing brand is going further still, introducing a level of formal innovation that has been all but forgotten by many furniture producers.

“Today people are living more lightly so this typology of chair can be lighter also. Sling offers a looser way of sitting – a lounge chair that can be picked up, moved around, and is better for how we’re lounging now.”

– Kim Colin, Industrial Facility

Designed by Sam Hecht and Kim Colin of Industrial Facility, Sling Lounge Chair combines a bold new vision of what a chair can look like with the eco-design principles that underpin TAKT as a certified B-Corp. When TAKT founder Henrik Taudorf Lorensen commissioned Hecht and Colin, the pair saw an opportunity to create a genuinely new type of chair, an altogether different – but comfortably recognisable – typology, suited to the reality of modern living.



The new Sling Lounge Chair is the latest TAKT product to be recognised by the EU Ecolabel.

‘The chair for how we sit now’

Comprising a natural linen fabric seat slung, hammock-like, between two solid oak side components, Sling represents both a brave new formal direction. With its

elemental form, angled seating position and slung fabric seat, Sling could be likened to Marcel Breuer's Wassily Chair, and yet utterly distinctive, and lighter.

“The Sling Lounge Chair is balanced between something we know and something we haven’t seen yet. It adds new dimensions to the lounge chair as a typology, which makes it quite unique, but it also incorporates crafted details and materials that make it familiar. Although it is minimal in the sense that every shape and part of the chair has a functional reason for being, it still comes across with its very own personality.”

– Nicolai de Gier, TAKT design director and associate professor at the Royal Danish Academy



Sam Hecht and Kim Colin designed Sling Lounge Chair for TAKT in response to the way we live now.

Industrial Facility’s starting point was to consider the ways in which our lifestyles have changed over the decades – the shift from the slim and suited world of the 1950s to the more rounded, casual character of today. They envisioned a chair that was adopted to ‘lighter living’: youthful, lower slung than a standard chair,

lightweight and easy to move around, both within the room and when moving home. Comfort was a priority – it had to be a chair which one could sink into to read a book or settle in for a conversation – somewhere to utterly relax, while remaining engaged.



Sitting in Sling Lounge Chair is a relaxed, hammock-like experience with natural linen fabric slung between two solid oak side components.

“We designed Sling as a structure, an experimentation to support the weight of a person. The design had to be giving something new, it had to be sophisticated, it had to be affordable, but it also had to be recognisable so we could trust it. The dowel profile that holds the fabric, for example, forms an elegant side elevation that tells the story of the chair, and allows it to be read as a lounge chair even before assembly. Being able to subconsciously recognise it as a chair is important – it encourages people to sit in it with confidence.”

– Sam Hecht, Industrial Facility

Although a typological departure for TAKT, Sling remains true to the brand’s easy-to-assemble methodology and strictly sustainable approach, as detailed in its [10 Eco System Design Principles](#). Like all TAKT products, Sling is certified with the EU

Ecolabel – the ‘flower mark’ that guarantees every stage of the production cycle meets the highest possible environmental standards.

Colin and Hecht embraced TAKT’s determination to make self-assembly a genuine pleasure, and considering the user experience of putting the chair together informed their design decisions during Sling’s development.

“Flatpack producers generally consider only what is economical for the manufacturer, which is why the experience as a customer is like working in a factory – people dread it. The duty of the designer is to make the assembly process as experiential as possible. With Sling, you are dealing with components and parts that are as beautiful as they can be, in and of themselves.”

– Sam Hecht, Industrial Facility

Available with or without armrests, the chair packs flat to just four wooden pieces – two sides and two stretchers – and a canvas seat in European linen. It can be assembled with ease using just four screws, with no need for glue, and readily dismantled for transport. All parts are replaceable, ensuring Sling can enjoy a long life alongside its owner.



Sling tables are the perfect companion to the new lounge chair.

Sling tables and the superellipse

Alongside the lounge chair, Hecht and Colin designed a pair of nesting tables as part of TAKT's Sling collection: a coffee table with a side table that slides neatly underneath. The tables echo the dowel-and-plank geometry presented by Sling Lounge Chair's two stretchers, with two cylindrical legs on one side and a single panel leg on the other. This creates a natural stop when the smaller table nests underneath.

The table tops are in the shape of a superellipse – a form with a rich history in Scandinavian design. First named by the poet, designer and scientist Piet Hien for his design for the Sergels Torg roundabout in Stockholm, the superellipse is a warm and generous form that exists somewhere between a standard ellipse and a rectangle. Hecht and Colin's take on the superellipse is solidly wider on one side – a deliberate note of asymmetry that allows for subtle shifts in appearance depending on how the tables are positioned.



The Sling table surfaces were designed by Hecht and Colin with reference to the superellipse form that is part of Scandinavia's design history.

Both tables are made from solid oak and are available in three finishes: natural oak, black and dusty-green. Although the tables are solid and grounded, chamfered

edging gives the tables a sense of lightness. Like the chair, Sling Side Table is designed to be picked up and moved about easily – a handy free-standing tray that can be made available whenever and wherever you need it.



The new Sling Lounge Chair surrounded by furniture from the TAKT collection.

Notes to editors

For more information about Sling, TAKT and the company's pioneering and sustainable approach to furniture design, production and distribution, please contact takt@zetteler.co.uk

The Sling Collection is available to order only from taktcph.com

Specifications and prices

Sling Lounge Chair with armrest:

- Dimensions: H 740 mm, D 625 mm, W 672 mm

- Material and finish: Oak Matt lacquer, Oak Dusty green lacquer
- Total climate emission: 19.5 kg CO2e (both climate compensated to 0.0 kg CO2e)
- Certificates: EU Ecolabel, FSC, EN 16139 L1
- Produced in EU, Latvia
- Price: EUR 649, GBP 599

Sling Lounge Chair without armrest:

- Dimensions: H 740 mm, D 625 mm, W 621 mm
- Material and finish: Oak Matt lacquer, Oak Dusty green lacquer
- Total climate emission: 17.1 kg CO2e; with armrest, 19.5 kg CO2e (both climate compensated to 0.0 kg CO2e)
- Certificates: EU Ecolabel, FSC, EN 16139 L1
- Produced in EU, Latvia
- Price: EUR 549, GBP 499

Sling Coffee Table:

- Dimensions: H 370 mm, D 726 mm, W 800 mm
- Material and finish: Oak Black lacquer, Oak Matt lacquer, Oak Dusty green lacquer
- Total climate emission: 20.0 kg CO2e (climate compensated to 0.0 kg CO2e)
- Certificates: EU Ecolabel, FSC, EN 16139 L1
- Produced in EU, Latvia
- Price: EUR 399, GBP 299

Sling Side Table:

- Dimensions: H 275 mm, D 424 mm, W 455 mm
- Material and finish: Oak Black lacquer, Oak Matt lacquer, Oak Dusty green lacquer
- Total climate emission: 7.9 kg CO2e (climate compensated to 0.0 kg CO2e)
- Certificates: EU Ecolabel, FSC, EN 16139 L1
- Produced in EU, Latvia
- Price: EUR 199, GBP 149

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-

TAKT™

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 the highest possible 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.

taktcp.com

@taktcp

Industrial Facility

Industrial Facility was co-founded in 2002 in London by designers Sam Hecht and Kim Colin. Their approach reflects both a thoughtful consideration of form and a unique understanding of contemporary life, creating beauty out of utility in the products, furniture and exhibitions they design. Hecht, from London, trained as an industrial designer, while Colin, from Los Angeles, trained as an architect; together they have helped clients to produce projects that display an understanding of cultural relevance and commercial success. Both Hecht and Colin are Royal Designers for Industry and Fellows of the Royal Society of Arts. Industrial Facility’s work can be found in permanent collections worldwide, including the Cooper Hewitt and the Museum of Modern Art in New York; San Francisco Museum of Modern Art; Art Institute of Chicago; Centre Pompidou, Paris; the V&A and the Design Museum in London; and the Helsinki Design Museum.

industrialfacility.co.uk

@industrialfacility