

TAKT expands flagship Cross collection with double-duty WFH desk and dining table



TAKT's new Cross Table 120 by Pearson Lloyd in two modes: dining table and work-from-home desk.

In the two years since TAKT rocked the furniture world with its radically transparent, sustainability-driven flatpack business model, its flagship Cross collection of chairs and tables has become one of the company's most successful ranges – beloved for its timeless, distinctly Danish aesthetic, intuitive simplicity of assembly, and accessible pricing.

Now, the Cross family has expanded, as collection designer Pearson Lloyd introduces a new product: Cross Table 120.

Inspired by post-lockdown work life

The new table responds to growing demand for versatile furniture suited to the new home-working paradigm unleashed by the pandemic – chameleonic furniture that can be repurposed to suit the changing functions of the home throughout the day, as it shifts from workspace to domestic environment and back again.



TAKT have launched Cross Table 120 with four tabletop options including nano laminate finishes for a hard-wearing and easy-to-clean surface; the oak legs are available in clear matt lacquer or black.

Applying the structural logic of the Cross collection to the classic typology of the Danish dining table, the new product can serve both as a practical creative workspace and an elegant family dining table for up to six people – especially useful in more compact living spaces.



Designers of TAKT's Cross collection, Luke Pearson and Tom Lloyd of Pearson Lloyd

"It has been great to build on the simplicity and utility of the original Cross Chair and develop a growing collection of furniture for home, work, and hospitality settings. As the boundaries between home and work continue to break down, the Cross collection is perfectly suited to either. The new table is a great product for anyone seeking to build a home-office space with a heart."
– Tom Lloyd, cofounder of Pearson Lloyd

Small change, big difference

To develop the table, Pearson Lloyd have taken their existing design for the square Cross Table 75 and made a small but highly impactful adjustment. To allow for the addition of a larger tabletop (120x75cm), the studio has added just a single oak stretcher. This intervention separates the two sets of legs, elongating the 'cross' that gives the collection its name and thus allowing the structure to support the larger tabletop.



Pearson Lloyd's Cross tables arrive flat-packed and are easily assembled. With the addition of a single stretcher bar, the intuitive structure was adapted to allow for a larger 120x75cm table top.

This simple but ingenious modification creates an entirely new piece of furniture while making minimal impact on the production process and material requirement, keeping consumer cost and environmental impact to a minimum. In fact, with a starting price of £549 made possible by TAKT's direct-to-consumer sales model, Cross Table 120 costs significantly less than TAKT's estimated traditional retail price of £988.20. Also, the oak stretcher and larger table top can be purchased separately to extend the smaller table, allowing owners to easily and affordably extend their existing tables as the need arises, without replacing the product entirely.

Legs are made from solid oak, and available with either a natural matt or black lacquer, and the plywood tabletop can be produced either with a natural oak veneer or with a hardwearing, easy-to-clean nano laminate finish in a variety of colours (black, deep red and light grey) to suit your interior.

Fully carbon-compensated

Like all furniture produced by the B-Corp, Cross Table 120 is made from FSC-certified wood, and fully carbon-offset. Its environmental impact has been quantified using the European Commission's Product Environmental Footprint (PEF) guidelines, and independently verified by the Danish climate calculator MÅLBAR.



Every TAKT product includes a full climate footprint report. Cross Table 120 accounts for 38.1kg CO2-e and is fully compensated.

With accurate figures for carbon emissions generated by every stage from production to end-of-life disposal, TAKT is able to ensure that all 38.1kg CO2-e generated is fully compensated via the Finnish carbon marketplace Puro.

Cross collection at London Design Festival

From 18–26 September, TAKT presents a special LDF exhibition of the new Cross Table 120 and other highlight pieces from the Cross collection at Pearson Lloyd's studios and showspace in Yorkton Workshops in Hackney, winner of the 2021 Retrofit of the Year award from Architect's Journal.

TAKT's Cross exhibition runs from 9am –6pm Mon–Fri and 10.30am–4.30pm, Sat–Sun, at 1–3 Yorkton Street, London E2 8NH – accessible from Hoxton, Cambridge Heath, or Bethnal Green Overground.

For hi-res product imagery, further information about the Cross Table 120 or other products in the TAKT collection – or if you'd like to attend the LDF launch event at Yorkston Workshops on Tuesday 21 September – please contact takt@zetteler.co.uk.

Notes to editors

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 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.

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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.

pearsonlloyd.com
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