

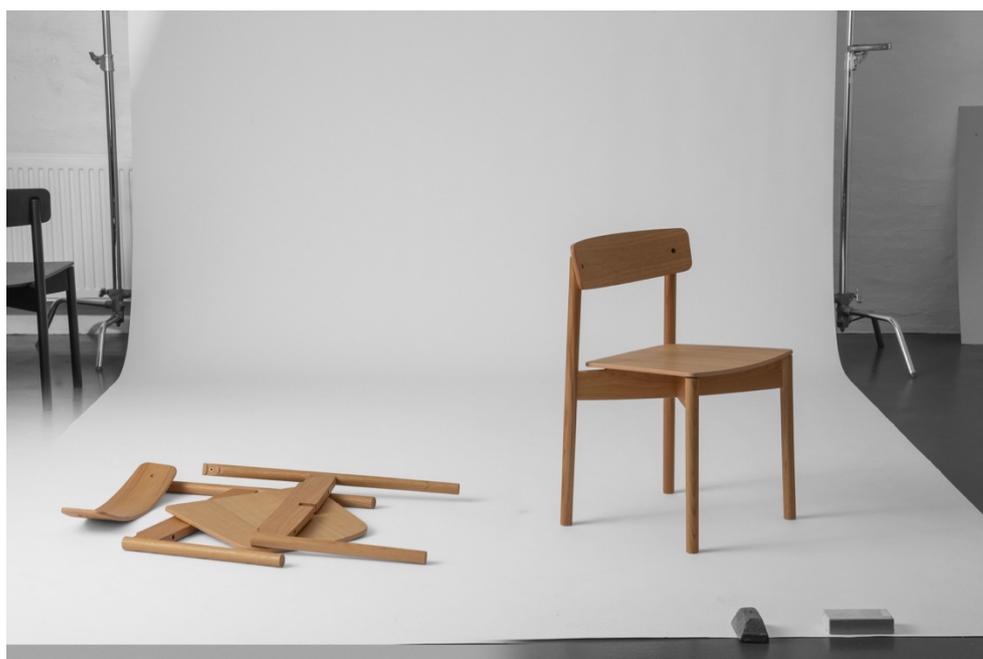
PearsonLloyd redefines flatpack to launch new disruptive Danish design house

PearsonLloyd's London studio has brought its signature focus on poetic and pragmatic design to Cross Chair for newly launched Danish furniture brand TAKT.

Named after the cross arrangement at the heart of the structure, the stackable Cross Chair has been developed to marry craft quality and sustainable, long-living materials with the convenience and economy of flatpack.

"We think the chair is both timeless and intelligent, which perfectly expresses the spirit of our new partner TAKT."

– Luke Pearson, founder and director of PearsonLloyd



PearsonLloyd's flatpack Cross Chair available now via taktcp.com, from €229 in natural or black

Since 1997, Luke Pearson and Tom Lloyd have been solving design problems with elegance and user-focused rationale. Cross Chair's design places the needs of the user at the forefront, in comfort, practicality and the intuitive ease of assembly.

TAKT was founded to rethink the furniture-production model while creating refined Danish furniture for the mutual benefit of people and planet. Considering transparency and sustainability as part of the design process, the brand's purpose is

PearsonLloyd

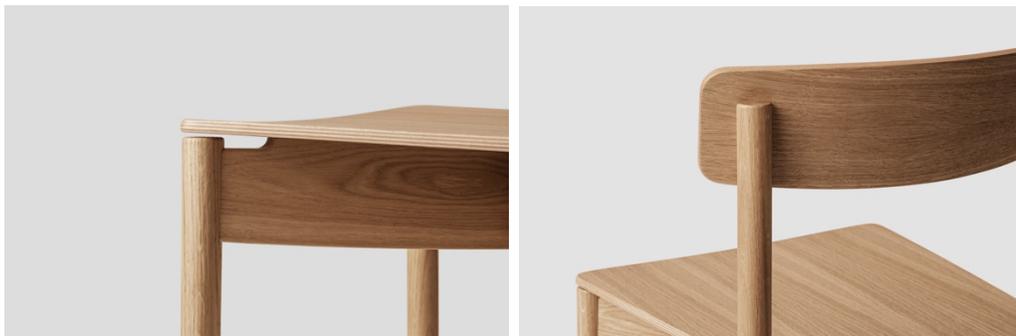
to bring high-quality design to more people. Selling directly to customers cuts costs and supply chain complexity. The flat-pack shipping model reduces fuel consumption and CO2 emissions during transportation, reducing shipping costs for the customer. Six flatpacked Cross Chairs fit into the same volume as a standard side chair.

Building on the Scandinavian design principles of craft, simplicity and elegance, PearsonLloyd's new chair embraces TAKT's distribution model of selling directly to customers online. Its beautifully simple structure allows it to be constructed quickly in the home with minimal tools and almost without reference to instructions. Although built for longevity, PearsonLloyd designed Cross Chair with humility: it can be readily disassembled for recycling or composting.

Sustainability informs all aspects of Cross Chair's production and distribution cycle. PearsonLloyd considered the material selection and production processes to enable TAKT to fulfil its goal of accessible pricing without compromising on quality or adversely affecting the environment. Cross Chair is 100% eco-labelled and made entirely from FSC-certified wood, ensuring that the forest is not cut down faster than it can regenerate. Additionally, TAKT have committed to plant a tree for every product sold.

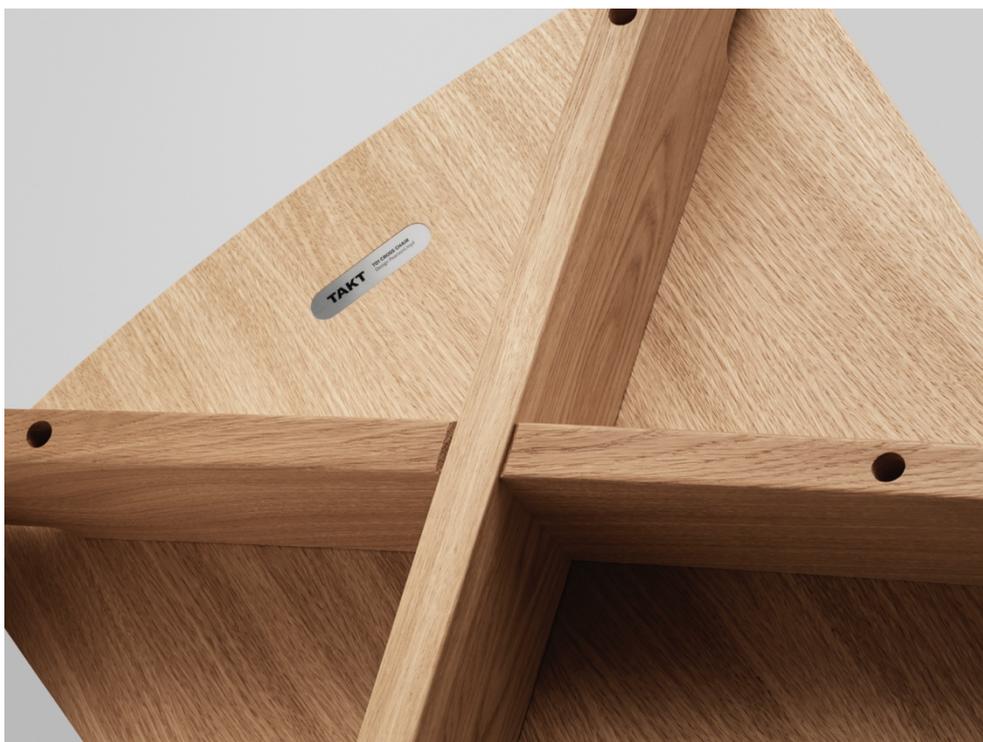
"TAKT is aimed at people who want to reduce their impact on the world's environment. Our flatpack design of Cross Chair reduces the packaging size of a chair considerably while also engaging the customer in a self-evident assembly process that we hope will be joyful."

– Tom Lloyd, founder and director of PearsonLloyd



Cross Chair is made from FSC-certified oak and plywood

Negotiating industrial manufacturing techniques and materials, PearsonLloyd chose solid oak for the structure, lending the chair a natural weight and authority, and plywood for the seat and backrest to ensure a balance of comfort and support.



The cross arrangement at the heart of the chair ensures intuitive assembly

"We believe that modern design must consider both the form of a product and its full life cycle – including responsible manufacturing, shipping, the user experience and how the product can be repaired, reused and recycled. PearsonLloyd has a strong reputation for considering this full perspective in their designs. They are able to create an artistic and inspired form that makes a virtue of 21st-century manufacturing techniques – all the while considering the daily life of the user and our environment."

– Henrik Taudorf Lorensen, founder and CEO of TAKT

PearsonLloyd's Cross Chair is available to order from taktcph.com now in natural matt or black lacquer, starting at €229. Cross Chair can be supplied with a seat pad upholstered in variety of organic aniline leathers and natural wool fabrics from Kvadrat.

Notes to editors

For more information, images and interviews with Luke Pearson, Tom Lloyd and Henrik Taudorf Lorensen please contact Grace Ridley-Smith at grace@zetteler.co.uk or on +44 (0)20 3735 5855.

About PearsonLloyd

Founded in London in 1997 by Luke Pearson and Tom Lloyd, PearsonLloyd has spent over 20 years designing products, systems and environments for the home, workplace, transport and healthcare sectors. The studio's philosophy of user-focused, problem-solving design; its interest in the behavioural impact of products and places; and its ability to respond to a rapidly changing world, have earned it an enviable list of international clients – and won a consistent stream of awards over the years.

pearsonlloyd.com
@pearsonlloyd

About TAKT

TAKT is the furniture company rethinking the way furniture is designed, built and sold 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. Danish in character, global in scope, TAKT has developed a digital value chain that enables it to sidestep the retail and wholesale models of conventional furniture brands, allowing it to maintain a uniquely appealing balance of cost, craft and carbon reduction.

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Additional images



PearsonLloyd

