

twentytwentyone: the anniversary editions Jasper Morrison's Thinking Man's Chair relaunched in a limited edition of 25 – with a new hot-dip galvanised finish

EMBARGO LIFTS 11 March 2021

This year, twentytwentyone celebrates 25 years at the forefront of the UK design scene with the release of a series of unique products and limited editions, produced in collaboration with some of the most revered names in design history. This month, twentytwentyone presents an exclusive new galvanised version of a seminal piece by Jasper Morrison: the Thinking Man's Chair.



Thinking Man's Chair 2021, limited edition to celebrate twentytwentyone turning 25

Since it first opened its shop in Upper Street, Islington, in 1996, twentytwentyone has grown to become one of the trailblazers of contemporary design in Britain, both a champion of modern classics and a platform for progressive new talent. As well as curating and retailing furniture, lighting and accessories by some of the most respected names in the UK and beyond (many of whom were relatively unknown at

the time), twentytwentyone also produces its own-brand range, mixing its respect for the classic with its love of innovation and contemporary creativity.



Perfect outdoor chair for thinking, reading and relaxing

Now in its namesake year, twentytwentyone's anniversary celebrations will see the brand launch a new product series to honour the designs, designers and manufacturers who have helped shape the company's evolution over the past-quarter century, and who will continue to influence it for the decades to come.

Thinking Man's Chair 2021

"I don't know why I didn't think of it earlier!"
– Jasper Morrison

When twentytwentyone first opened in 1996, Jasper Morrison was one of the first young designers to be displayed in the shop. In turn, twentytwentyone was one of few dealers offering its customers Cappellini productions. Brand founder Giulio Cappellini was visionary in his decision to curate a collection to look beyond Italy and champion international designers. His then-avant garde collection helped forge

the careers of Morrison, James Irvine, Tom Dixon and as-yet unknowns such as the Bouroullec brothers and Barber Osgerby. The template set by Cappellini was widely mirrored by other manufacturers who previously tended to look nationally for their talent.

twentytwentyone has maintained a relationship with Jasper Morrison from the moment of opening, and has showcased and sold a range of Morrison designs over the years, beginning with early landmarks such as Three Green Bottles and later, celebrated seating collections including Elan, Low Pad and Tate. These, alongside the original Thinking Man's Chair, became landmark designs for Jasper Morrison.

For this anniversary year, the twentytwentyone team were keen to revisit the formative days of the business and celebrate a design that was instrumental in establishing both Morrison's career and twentytwentyone's reputation as a progressive design force. Returning to a conversation initiated with the designer many, many years ago, in which they considered how the Thinking Man's Chair might be with a galvanized finish – akin to roadside railings that were utilitarian and indestructible. Now, in agreement with Giulio Cappellini and Jasper Morrison, a limited edition of 25 chairs will be issued in a hot-dip zinc-galvanised finish – to be known as Thinking Man's Chair 2021.

"Not long after I designed the Thinking Man's chair in about 1990 I came across a couple of young design dealers in Alfies Market in London and bought some Joe Colombo lights from them. The market stall became a shop selling new furniture, called twentytwentyone. And here we are thirty years on with one of my earliest designs in a new finish proposed by twentytwentyone. I don't know why I didn't think of it earlier!"

– Jasper Morrison



First designed in 1988, and produced by Italian furniture brand Cappellini in 1989, the Thinking Man's Chair was Jasper Morrison's first commercial commission and the first design in a history of collaboration between Morrison and Cappellini that has spanned over three decades. The concept was the result of Morrison's attempt to create a chair formed entirely from structural elements, and the design remained unchanged between prototype and production.

"I love the idea of galvanized Thinking Man's Chair"
Giulio Cappellini, art director, Cappellini



First designed in 1988, and produced by Italian furniture brand Cappellini in 1989, the Thinking Man's Chair is a modern classic

Made from serpentine curves of tubular steel for the frame, with flat strip steel for the parts that support the body and two metal discs on the arms to serve as drinks holders, the chair recognisably belongs to the modernist design heritage, but at the same time represents a completely new form – one which is still unique today. An instant icon on its first release, the chair is now part of the V&A's permanent collection.

"The Thinking Man's Chair represents the enduring value of Jasper Morrison's work. Whilst apparently simple and spare, it is in fact complex in design, and difficult to make. The now iconic profile involves 22 component parts fusing flat and round elements of differing radii. It represents quiet modernism, with individual flair. An early terracotta chair has sat in our courtyard for nearly 20 years – and whilst battered and bruised it just gets better, and feels like an old friend."

– Tony Cunningham, twentytwentyone

In partnership with Jasper Morrison and Giulio Cappellini, twentytwentyone is excited to launch the limited-edition Thinking Man's Chair 2021 with a new

galvanised finish in hot-dip zinc. Just 25 numbered chairs will be available, making the edition highly sought after by an international audience, each numbered with a stainless steel plaque, priced at £2,275 and made available from twentytwentyone's shop at 274-275 Upper Street, its showroom at 18c River Street, Clerkenwell, and online at twentytwentyone.com.



A year of limited editions

As well as the Thinking Man's Chair, twentytwentyone will be launching more limited editions of classic designs as the year goes on, as well as unique new products and variants. Each release celebrates a designer that has played an important part in the twentytwentyone story – the coming months will see launches from the likes of Robin Day, Alvar Aalto, Anni Albers and Barber Osgerby, as well as a special 25-year anniversary event later in the year.

Notes for editors

For more information about Thinking Man's Chair 2021, twentytwentyone's anniversary plans or product loans please contact Emily Ward: emily@zetteler.co.uk.

- Limited edition of 25 chairs
- £2,275 and available at twentytwentyone's shop, showroom and online at twentytwentyone.com.

twentytwentyone

Founded in 1996 by Simon Alderson and Tony Cunningham, twentytwentyone celebrates the best of 20th and 21st-century design from its shop on Upper Street Islington and showroom on River Street, Clerkenwell. It offers design lovers an unrivalled selection of furniture, lighting and accessories ranging from Bauhaus classics and enduring mid-century masters to emerging talents and progressive new design.

twentytwentyone also produce an award-winning range of furniture and accessories and are dedicated to a programme of exhibitions and events that highlight and celebrate the importance of design.

Through twentytwentyone Contracts, the company also provides a dedicated service to architects, designers and commercial clients to select, supply and install furniture and lighting for hospitality, residential and institutional settings. Interiors supplied by twentytwentyone can be found at the Barbican, the Tate Modern, the V&A Dundee, and numerous hotels and members' clubs around the world.
twentytwentyone.com