

Orgatec 2018:

New perspectives with “BLAQ“ swivel chairs

Addition to successful “BLAQ chair“ series

Kippenheim/Cologne. A successful designer cooperation enters the next round: The award-winning "BLAQ chair" designed in collaboration with Martin Ballendat has been extended by an elegant swivel chair, which is available in two versions. Schneeweiss AG and its subsidiaries Hiller Objektmoebel, Rosconi and Braun Lockenhaus are presenting this extremely interesting result to experts at Orgatec 2018 in hall 10.2 at booth K 51/L 50 for the first time.

"BLAQ chair" - designed in close collaboration with Design Ballendat - is undoubtedly one of the favorites of customers and design juries, offering unparalleled seating comfort combined with first-class design and an outstanding value for money. The German Design Award 2018 as well as the Good Design Award 2017 prove the high design quality of the chair. It is no wonder that Martin Ballendat was immediately enthusiastic when the idea came up to expand the "BLAQ chair" range with swivel chairs in a minimalist design. The Orgatec trade fair serves as the perfect setting for the presentation of the new Ballendat designs.

Stylish and ergonomic: new “BLAQ“ swivel chairs

Two variants of revolving chairs are the result of the renewed design cooperation: a conference chair with a classy 4-star base as well as a height-adjustable office chair with 5-star base and castors. Ballendat's handwriting can be recognized in both of them as they are equipped with net fabric that is characteristic for his designs.

The fabric is breathable, convinces with high resistance and allows ergonomic comfortable seating even over a long period of time. In addition, rooms seem more spacious and open due to its transparency and high light transmission. The star bases of the new "BLAQ chair" swivel versions consist of polished aluminum, a material that is well-known for its sturdiness and lightness. The shiny, glossy material gives an exclusive, timeless appearance to the revolving seating furniture, which also derives from the purist design: "Classic office swivel chairs are often cluttered with features. Here a shapeless lever, there an exposed wheel, and over there a bothering grip - they often look like machines that require a user manual," says product manager Dimitri Riffel, who has been working closely with Design Ballendat during the development process. "The new 'BLAQ' office swivel chair's functionality is reduced to the essentials, the design is not crowded. A clear, uncluttered product with style, class and graceful aura has come to life."

"BLAQ chair" goes office

"The new swivel chairs of the 'BLAQ' series enrich modern conference rooms as well as seminar areas with their functionality, comfort and aesthetic design. And the office swivel chair opens another exciting application area: 'BLAQ chair' is fit for office now," says Juergen Dreher, owner of Schneeweiss AG.

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