

MAT CHAIR COLLECTION – WOOD BASE

Designed by Foersom & Hiort-Lorenzen for Normann Copenhagen



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NORMANN COPENHAGEN INTRODUCES A WOODEN BASE TO THE AWARD-WINNING MAT CHAIR COLLECTION

Normann Copenhagen expands its groundbreaking Mat Chair collection with the introduction of a wooden base, enhancing the series' versatility while reinforcing its commitment to resourceful design. Launched in early 2024, the Mat Chair made headlines with its innovative use of hemp and eelgrass, challenging industry norms and earning accolades for its environmentally conscious approach.

A natural evolution in materials

The new wooden base for Mat Chair is crafted from FSCTM certified (FSC-C163461) beech and beech from other controlled sources, offering a lower environmental impact compared to traditional metal bases. This addition aligns with Normann Copenhagen's original ambition: To create a conventional 3D shell chair with materials and processes that have a lower environmental footprint than the industry norm.

"It's been a priority from the beginning to offer a wooden alternative to the steel base," explains Søren Stryhn Petersen, CTO and lead product engineer. "Wood not only lowers the overall environmental impact but also complements the chair's natural material story."

The new wooden base iterations are crafted using durable, lacquered beech plywood, available across the entire collection. The bar versions of the chair feature a convenient footrest ring in powder coated steel for added comfort and stability, available in either Cream or Black.





Decades of innovation realized

Designed by Peter Hiort-Lorenzen from renowned Danish design studio Foersom & Hiort-Lorenzen, the Mat Chair is the culmination of over two decades of research and development. The new beech base maintains the sleek, minimalist silhouette of the original steel version, ensuring timeless design and durability.

Reflecting on the collection's expansion, Peter notes: "Beech was chosen for its affordability, strength, and durability. The design mirrors the simplicity and functionality of the original powder coated steel version, fulfilling the vision I've had for this design since the 1990s."

Circularity at its core

Like its steel counterpart, the wooden-legged Mat Chair is designed for disassembly and recycling. Components can be repurposed into new productions, supporting a fully circular lifecycle.

A versatile collection for diverse spaces

The expanded Mat Chair collection includes dining chairs, armchairs, and barstools, available in various configurations with hemp or hemp-eelgrass shells and optional upholstery. With bases now offered in either powder-coated steel or beech wood, the collection seamlessly adapts to restaurants, educational facilities, hotels, and private residences.

For further details about the Mat Chair's original launch, material innovation and unprecedented production techniques, please visit the initial [press release](#).

The Mat collection with beech base is scheduled to be available online and in stores from beginning of March. Due to current circumstances, delays may occur.







Mat Chair Beech

H: 79 x W: 51.6 x D: 53 x SH: 45 cm



Mat Armchair Beech

H: 79 x W: 64 x D: 55 x SH: 45 cm



Mat Barstool 65 cm Beech

H: 75 x W: 47 x D: 46.3 x SH: 65 cm



Mat Barstool 75 cm Beech

H: 110 x W: 51.6 x D: 53 x SH: 75 cm



Mat Bar Chair 65 cm Beech

H: 101 x W: 51.6 x D: 55 x SH: 65 cm



Mat Bar Chair 75 cm Beech

H: 110 x W: 51.6 x D: 53 x SH: 75 cm



Mat Bar Armchair 65 cm Beech

H: 100 x W: 64 x D: 55 x SH: 65 cm



Mat Bar Armchair 75 cm Beech

H: 110 x W: 64 x D: 55 x SH: 75 cm

Shell: Hemp, Seaweed.

Upholstery: All colors in Kvadrat Remix, Kvadrat Canvas, Kvadrat Steelcut Trio, Kvadrat Hallingdal, Kvadrat Divina, Kvadrat Divina MD, Kvadrat Divina Melange, Kvadrat Fiord, Kvadrat Vidar, Kvadrat Sacho Elle, Kvadrat Sacho Zero, Camira Oceanic, Camira Aquarius, Camira Main Line Flax, Camira Synergy, Camira Yoredale, JAB City Velvet and Sørensen Ultra Leather.

Legs: FSC™ certified (FSC-C163461) beech plywood and beech plywood from other controlled sources.

Price: Click [here](#) to see the pricelist in all currencies



CONNECTING PEOPLE AND SPACES

Since Normann Copenhagen's foundation in 1999, our ambition has been to challenge conventional thinking and make the ordinary extraordinary through great design.

By combining the craftsmanship, functionality and endurance characterized by our Danish design heritage with modern silhouettes and durable materials, we aim to create original products in a contemporary design that withstand the test of time. We believe in uniting people and spaces across the world and improving the quality of people's lives through the power of great design.

Our products combine functionality and design and accommodate the diversity of needs of modern life in residential and professional interiors alike.

Press info

For high resolution images and press releases for all products and events in English, German, French, Italian and Danish go to normann-copenhagen.presscloud.com

For further information or loan requests for editorial photoshoots please contact:

Anna Willerslev
Brand Activation Manager
anna@normann-copenhagen.com

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