

P R A T A [®]



PRATA

INSPIRING BOLD CONVERSATIONS.

WHAT

- + Designed in collaboration with Carl Gustav Magnusson, Prata is a chair that balances both function and form through the use of traditional and modern design elements.
- + Thoughtfully designed and expertly crafted with signature details, beautiful shapes, and an intuitive mechanism, this chair is not only ideal for smaller conference rooms, but also for a myriad of areas, such as home offices and private executive offices.
- + Inspired by the conference room where chairs are seldom seen from the front and are tucked into the table, Prata makes a bold first impression, with an inviting yet commanding presence.
- + This product blurs the line between commercial and residential, bringing comforts of home to the office, and brining the functional demands of the office to home settings.

WHY

- + In environments where short-term seating is prominent, chairs need to have limited adjustments and be as intuitive as possible to make each user at ease and confident.
- + The boardroom continues to be a space that creates a first impression and needs to make a design statement, companies require a classic and inviting seating solution to fill the room and leave a bold impression.
- + With more relaxed workplaces and dress codes, the tones of small board and conference rooms are more laid back. These rooms need casual, comfortable seating that encourages the flow of conversation and ideas.
- + With collaboration and openness being a priority, walls are now made of glass and workplaces are seeing more lounge inspired breakout spaces.

HOW

- + Design details of polished aluminum and impeccable upholstery for a resimercial feel.
- + Designed for today's requirements, Prata is ergonomically comfortable with a bold yet inviting visual appeal.
- + Two hepatic-shaped levers are integrated into the distinctive aluminum frame, alleviating the need for exposed levers, leaving the bottom of the chair shell visually clean.
- + The self-weighting mechanism allows the user's weight to adjust to a comfortable sitting position and intuitively responds to the torque requirements of a wide range of users without the need for manual tension adjustment.
- + The inviting shape is created by undulating surfaces that take advantage of traditional stitching which surrounds the upholstery shell.
- + The shell rests on a polished cast aluminum base frame that integrates the tilt and height adjustment levers creating an elegant and clean look that does not sacrifice functionality.

DESIGNER

- + One of the most acclaimed minds in industrial design, Carl Gustav Magnusson's hugely influential New York based firm, CGM Design, has won dozens of design awards in the past decade, including two GOOD DESIGN Awards with Allseating for Lyss and Zinc. In 2012, he received Contract Magazine's Legend Award for Lifetime Achievement.

