

DESIGN STORY : FLORA CHAIR RANGE

OVERVIEW

Flora is workstation chair range meant to address the needs of users who seek style and ingenuity in their workspace. Flora is an ergonomically designed chair requiring minimum adjustments and controls. The chair's petal shaped contours engulf the user's body, thereby providing immediate comfort. The see-through net back option not only aids in better ventilation but also harmonizes the chair with its surrounding environment, making it visually lighter.

INSPIRATION

The Idea was to design a chair which suits Indian needs and styling sensibilities. India is a country of worshipers of GOD where people pay respect to the almighty by offering flowers. It is also observed that people like the form, touch, feel and fragrance of flowers. Hence flower was chosen as an inspiration for designing the basic form of the chair. Flora as a chair gets its inspiration from the flower "Frangipani (champa)" which is widely found in India. The soft forms observed in the seat and back are directly derived from the flower petal where as the arm pads get their shape from the blooming buds. The five pronged pedestal has a direct resemblance to the petal arrangement in a flower. The sketch explorations below show the journey of design from inspiration to the final form.



OFFERING & INTENDED USE

Flora range consists of –

1. Full Back chair with neck rest – Ideal for users who need support till the neck area and who use back recline feature very often.
2. Full Back Cushioned chair – A perfectly sized chair suitable for any workstation.
3. Full Back Net chair - Suitable for users seeking more breathability.
4. Net Back visitor chair – Compliments the full back chair with neck rest in desk setting or waiting and informal meeting / discussion rooms

USER BENEFIT

1. **Mechanism** - All the models except the visitor chair comes with a centre tilt mechanism with upright lock. The arrangement is very intuitive, simple to operate and easy to access control knobs. The back can be locked in upright posture to support the user's activities like leaning on the table for reading, writing or working on a computer. This lock however can be released to form a free moving back with spring like action to support the user while relaxing or having a casual conversation with the visitor. The spring like tension of the free moving back can be easily tuned to the user's body weight and force requirements.
2. **Armrest** - The chair comes with a height adjustable armrest to suit the user's arm height requirements like aligning with worktop. This feature is also helpful for parking the chair half way below the desk when not in use, thereby creating more openness in the same work area. The filleted arm tops ensure comfortable arm support with smooth edges.
3. **Soft touch padding** – The cushioned seat and the back are topped with an additional layer of upholstered foam to give a soft touch feeling. This makes the overall seating experience more soothing.
4. **Contours** – The back has a hyperbolic paraboloid surface which ensures a proper fit between the user and the back of the chair irrespective of the body contours and dimension of the user. The periphery of the seat and the back has a generous radius and fillet all along which ensures where ever the chair is touched the experience is a soft feeling.

5. Neck Rest – The cushioned Mid Back chair can be attached with a Height adjustable Neck rest for comfortably supporting the neck. The design is such that when the user rests his neck against the support, it self adjusts to the force applied by the neck. The design is such that it invites the user to roll the neck against the support to perceive the continuous fit between the neck and the neck rest. Although the neck rest provides ample support in upright posture, it is best enjoyed when the back is in reclined condition which emulates the feeling of sitting on a rocking chair. No matter what the posture complete upper body support can be enjoyed.

6. Net Back Chair – The Net Back chair allows better ventilation. It also provides flexibility to form a customized fit between the user and the back of the chair. Visually the net back chair makes the workspace look lighter which helps in designing open and airy work spaces.

7. Dual fabric – One can notice the periphery of the seat and back of the chair is clad in a black leatherette. Usually in any chair it is observed that top portion of the back gets dirty due to frequent handling of chair from place to place. This concern has been addressed by using leatherette. The cleaning becomes easy and one can even use a damp cloth to get rid of difficult to remove grime and oil stains. The area where there is major body contact with the chair, is provided with a foam laminated fabric which is soft to touch and nice to feel.

7. Aesthetics – The soft petal form gives the chair a very pleasing appearance. The black leatherette across the periphery accentuates the petal form. The neck rest on the mid back chair looks like a bud of the flower which sprouts from the base of the flower. The five pronged pedestal with rolling castors compliment the floral form language of the chair. The visitor chair also follows similar language as that of the Mid back workstation chair. The inspiration for the Visitor chair frame is derived from the slender stem of a creeper plant twining around a rounded structure. The slender form achieves its visual strength after connecting with the seat assembly. The arm structure is branching out from the intertwining stem, culminating into the bud shaped bilateral arm support.

CONCEPT



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