



The SoSo Collection
Emeco + Jean Nouvel
Worldwide Launch at
Biennale Interieur 2012
Kortrijk, Belgium
Hall 4, stand 43

The SoSo Chair

Emeco is launching a new collection together with the French iconic designer Jean Nouvel. The SoSo Collection, include chairs and stools made of 80% recycled aluminum, reclaiming both post-industrial and post-consumer waste. The chairs and stools are lightweight and durable, all handmade in the factory in Pennsylvania, USA, using the same process as the famous 1006 Navy chairs from 1944. "I just kept the same DNA and evolved it into a new light and comfortable chair." Says Jean Nouvel at the preview launch in Paris Sept, 2012.

"Jean Nouvel has really managed to take the back bone of Emeco and leverage a new vocabulary," says Emeco's CEO, Gregg Buchbinder. Together Emeco and Jean Nouvel have highlighted the sustainable philosophy of using what others discard to make something beautiful and long lasting. "Working with Emeco is like being in a field of wheat. The crop is grown and my job was to simply harvest." Says Jean Nouvel.

First installed at the Hotel Sofitel Vienna Stephandom

In true minimalistic Jean Nouvel spirit, the SoSo chair follows what Nouvel often calls the quality of "Nothingness". Curating a lean balance against the multi-colored illuminated video ceilings by Pipilotti Rist covering the cathedral inspired Hotel Sofitel Vienna Stephandom in Austria.

The SoSo chair was first installed in the public spaces of the Sofitel flagship, acting as an intimate embracement and a perfect contrary to Rist's bright and colorful works allowing the guests to engage in the views of the city. The public interiors at the dining areas are dominantly kept its raw grey, as for the SoSo chair, made in hand brushed aluminum using the same lean process as its mid century antecedents. "Architecture is an opportunity, to continue games begun by others, years or even centuries ago," says Nouvel about the project.

About Jean Nouvel

Jean Nouvel was born in 1945, in Fumel in France. Nouvel studied at the École des Beaux-Arts in Paris. Towards the end of his studies, in 1970, he founded his first studio with Francois Seigneur. In 1976 he was one of the founders of the architectural movement "Mars 1976" and "Syndicat de l'Architecture". Among his commissions are large public buildings and institutions such as the Guthrie Theatre in Minneapolis, Torre Agbar in Barcelona, The Danish Radio Concert hall in Copenhagen and the Louvre in Abu Dhabi. Nouvel's often avant-garde style is characterized by his vision and daring but also for his well-selected materials and the longevity of creating things that last.

EMECO

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About Emeco

Founded in 1944 by Wilton C. Dinges, the Electrical Machine and Equipment Company - a quintessentially American factory — based in Hanover, Pennsylvania, USA. Emeco has been the leading manufacturer of handcrafted chairs for 68 years. Committed to principles that reach back in time, to the values that built the culture and business. Their first product, the aluminum Navy Chair, is made to last a hundred and fifty years. The products are still handcrafted by skilled professionals and the principles that built the first chair still guide the company today. Emeco is still built by people who see problems as opportunities, who believed that freedom is only worth something if you use it to create a better world. The people who invent the products understand that new materials and techniques open great vistas of possibility. Like the folks who make the products at Emeco, they take pride in their work, and want to share the best they could do with as many people as possible. At Emeco the key focus has always been to be selective about the products produced because the intention is to make them for decades to come, avoiding hot design fads or the latest trends.

Like true love, the products from Emeco are forever. Throughout the years the company have worked with the world's best designers to create products that will not only stand up, but stand the test of time and grow more beautiful with age. Today, Emeco is on the leading edge of a movement in product development that promises a new, more intelligent and sustainable way of life. Producing up-cycled chairs and stools made of recycled aluminum, post consumer rPET or reclaimed WPP. The company has collaborated with some of the world's leading designers, architects, and partnered with the most respected global brands and businesses, institutions and organizations. Philippe Starck, Jean Nouvel, Andrée Putman, Frank Gehry, Norman Foster, Ettore Sottsass, Christophe Pillet, Michael Young, Coca-Cola and McDonalds, Conrans and Morgans, all having one thing in common — a shared commitment to a better, more beautiful future. Emeco is working to make everything to live up to that vision — continuing to inspire the world's best.

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