

PRESS RELEASE

Emeco Introduces

# 1 Inch

A Collection of Chairs, Stools and Tables  
by Jasper Morrison

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Press images: [emeco.net/press/1inch-by-jasper-morrison-2017](http://emeco.net/press/1inch-by-jasper-morrison-2017)

HANOVER, PA – April 4, 2017 – Today Emeco announced the launch of the “1 Inch Collection” by Jasper Morrison, at the Salone Internazionale del Mobile in Milan, Italy, April 4-9, at the Emeco stand - Hall 20, Stand E29.

With 1 Inch, Jasper Morrison taps into Emeco's heritage in hand crafting recycled aluminum, and leverages its signature strength, light weight, and sustainability to create a versatile family of seats. The frame is handcrafted using Emeco's time-tested material and 77-step process used to make the original 1006 Navy Chair since 1944. A one inch size, square extruded aluminum tube was selected for the strength-to-weight ratio, using the least amount of material to yield the maximum amount of strength, while achieving the desired comfort and aesthetics. During development, Emeco craftsmen repeatedly pushed the material to its limits to accomplish the frame shape Jasper Morrison envisioned.

The 1 Inch bare frames are presented in Emeco's stand at Salone del Mobile in Milan to manifest the invisible values of the collection - intersection between handcraft, precision engineering, aesthetics, sustainability, strength and comfort. The bare bones of a good chair.



1 Inch Collection features a chair and armchair, stools in 3 heights, and café and bar tables.

Emeco continues using reclaimed, recycled and eco-minded materials to make long-lasting products. 1 Inch frames are made of recycled aluminum. Seats and backs are available in various materials to suit a variety of applications:

100% reclaimed wood polypropylene comes in 7 colors: Blue, Bordeaux, Brown, Dark Grey, Green, Light Grey and Ochre.

Plywood versions in Ash and Walnut are sourced from sustainable forests in North America, certified by FSC (Forest Stewardship Council).

Upholstered selections in fabric and leather are available. Customers will also have the option to specify a fabric or leather of their choice.

With 1 Inch, Emeco and Jasper Morrison together have created a collection that reflects our values and uncompromising standards - a seating family that is strong, simple, timeless, and engineered to last.

"I'm more and more interested in working towards designs which take part in everyday life as naturally as possible. The 1" chair, though far from spectacular, is intended to be an updated Emeco solution to a wide variety of situations where something strong and less flashy is required. The design of the chair seemed basic enough and we were not expecting much trouble in developing it, but we underestimated the complication of bending square aluminium tube in more than one plane simultaneously. It took Emeco several months of experimentation and false starts and it took us uncountable revisions to the drawing before we found the way to do it. It's probably one of the most complicated chairs I've designed though it doesn't look it."

– Jasper Morrison

"Jasper's disciplined approach with 1 Inch is a perfect fit for Emeco. Together, with rigor and struggle we achieved an exceptionally good chair; simple, utilitarian, multifunctional, and environmentally sound."

– Gregg Buchbinder, CEO, Emeco



## **ABOUT EMECO**

The American furniture company Emeco was founded in 1944 to make lightweight, non-corrosive, fire resistant and torpedo proof chairs for the US Navy. The classic 1006 Navy Chair was born. Made to last at least a hundred and fifty years, it was light, smart, functional and strong - because that was the best we could do. Today our craftsmen in Hanover, Pennsylvania continue to handcraft chairs that are so strong they are passed down through generations – that's how we define 'sustainability.' Emeco is leading the industry, exploring and innovating ways to use consumer and industrial waste, and environmentally responsible resources to create and build simple, timeless furniture. We work with the world's best designers and influential corporations including Philippe Starck, Norman Foster, BMW, Frank Gehry, Coca-Cola, Jean Nouvel, Konstantin Grcic, Nendo, Sam Hecht & Kim Colin and Jasper Morrison to make chairs that live up to the standards that we inherited from our founders with a vision to make a difference.

## **ABOUT JASPER MORRISON**

Jasper Morrison was born in London in 1959. He graduated in Design from Kingston Polytechnic in 1982. Then he attended the Royal College of Art, which included a year at Berlin's HdK art school. In 1986 he set up his Office for Design in London. He established himself with two installations: Reuters News Centre at Documenta 8 in Kassel in 1987, and Some New Items for the Home, Part I, at the DAAD Gallery in Berlin in 1988. Jasper's earliest designs were produced by Aram and SCP in London, Neotu in Paris, FSB in Germany and Cappellini in Italy. In 1989, he began collaboration with Vitra with the exhibition Some New Items for the Home, Part II, at Milan's Furniture Fair. In 1994 Jasper began a consultancy with Üstra, the Hanover transport authority, designing a bus shelter and a new tram for the city. Further collaborations began in this period with the Italian companies Alessi, Flos, and Magis, and the German porcelain manufacturer Rosenthal.

In the 2000s Jasper began consultancies with Muji, Samsung, Ideal Standard and Established & Sons. In 2006 he collaborated with Japanese designer Naoto Fukasawa on the exhibition Super Normal at Axis Gallery in Tokyo. It was followed by a book and toured to London, Milan and New York. This exhibition inspired the opening of the Jasper Morrison Shop beside his London studio in 2009. Since 2010 Jasper has collaborated with Spanish companies Camper, Kettal and Andreu World, and US companies Maharam and Emeco. He is art director of Swiss electronics company Punkt.

Jasper Morrison has presented many exhibitions including at Axis Gallery and at the Musée des Arts Décoratifs Bordeaux. In 2015 a touring retrospective exhibition "Thingness" was accompanied by a new monograph A Book of Things. Previous books include Everything But The Walls and The Good Life, both published by Lars Müller. Jasper Morrison Ltd currently has offices in London, Tokyo and Paris.