

# Jasper Morrison for Emeco at Salone Internazionale del Mobile 2019

Press Release  
9 April 2019

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Press images: <https://www.emeco.net/press>

## Introducing Navy Officer Collection by Jasper Morrison

To mark the occasion of the 1006 Navy Chair's 75th Anniversary, Jasper Morrison has given our upholstered Navy Officer Collection a fresh, light and modern update – prepared to be of service for the next 75 years.

The upholstered Navy Officer series was first introduced in 1948. As US Navy Officers were being redeployed off Navy Warships to land based facilities, they wanted a little more comfort than the ship board 1006 Navy chair provided. The Navy Officer Chair was born a bit bigger and a bit softer. Since then, the Navy Officer series has been used for working and dining in settings where an extra level of comfort and durability is demanded. With its long history, not to mention its countless cameo appearances in films and TV series, this humble but proud chair is an unimpeachable symbol of no-nonsense American ingenuity.

Jasper Morrison has made this classic chair relevant for today, whilst remaining true to its original look, character and material - recycled aluminum. In our factory in Hanover, PA, our craftsmen build the Navy chairs by hand, following our unique 77-step process.

The Navy Officer Collection by Jasper Morrison features a chair, armchair and swivel chairs, available in brushed and polished aluminum, with upholstered seats in a selection of Kvadrat and Maharam textiles.

"This distinctive US Navy design and personality is immediately recognizable. The idea was to build on that heritage and make it a chair for everyone – today and tomorrow. Jasper Morrison's update has done just that, and given the Navy Officer Chair a healthy dose of Super Normal."

– Gregg Buchbinder, Chairman, Emeco



Presenting  
1 Inch All Aluminum by Jasper Morrison

*Designed for Comfort. Made for Endurance.  
Age-proof, Weather-proof, Trend-proof.*

1 Inch All Aluminum is the latest member of the 1 Inch Collection by Jasper Morrison, for Emeco. The 1 Inch All Aluminum Collection is strong and lightweight, made of recycled aluminum, utilizing Emeco's unique 77-step process.

The 1 Inch All Aluminum side chair and armchair stack 6 high, the stools come in three varying heights. The 1 Inch All Aluminum Collection is made for heavy-duty environments, indoor and outdoor, guaranteed for life, and made in the USA.

Emeco engineers borrowed tools from the automotive industry to make perfect circular apertures in the seat and back. When used outdoors they drain the rainwater and allow wind to blow through. Also, in addition each hole is slightly contoured adding additional strength while reducing overall weight.

Finally, the Emeco craftsmen fit the seat and back to the frame, welding it into one piece. The chairs and stools are finished with the Emeco established process: heat-treating, anodizing, and brushing to make them strong, resilient, lightweight, and beautiful.



## **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, Jasper Morrison, and Barber & Osgerby 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.