

PRESS RELEASE

Emeco Introduces “1 Inch Reclaimed” by Jasper Morrison

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HANOVER, PA – April 17-22, 2018 – Today Emeco launched a new member of the 1 Inch family – “1 Inch Reclaimed” by Jasper Morrison, at the Salone Internazionale del Mobile in Milan, Italy, April 17-22, at the Emeco stand - Hall 20, Stand E20.

Jasper Morrison’s new 1 Inch Reclaimed chair stands out as a significant addition to the 1 Inch family with its simple shape, refined uniformity of a single material, perfect comfort, and quiet grace. With 1 Inch Reclaimed, Emeco and Jasper Morrison affirm the combination of timeless design and sustainable materials.

Most importantly, 1 Inch Reclaimed shows us that the material and engineering of a chair are critical invisible design considerations. What you don’t see is as important as what you do see. 1 Inch Reclaimed is made with 90% industrial waste material consisting of 75% waste polypropylene and 15% waste wood fiber.

1 Inch Reclaimed is a one-piece mono-block stackable chair, that is useful and durable, engineered to meet the demands of high use environments, and suitable for both indoor and outdoor use in all eight colors: Blue, Bordeaux, Sand, Brown, Dark Grey, Green, Light Grey and Ochre Red.

1 Inch Reclaimed joins the other 1 Inch family members - chairs, armchairs, stools and tables made of hand-crafted recycled aluminum frames combined with reclaimed wood polypropylene, plywood and upholstered seats.



"The material used in 1" Reclaimed chair, which Emeco has been using for several years now, makes use of the polypropylene waste at injection moulding plants, mixes it with waste sawdust from the woodworking industry and results in a warmer, more natural touch than raw polypropylene. The fact that Emeco care enough about their production processes to go to the trouble of developing this material is one of the reasons I want to design for them.

The new 1" Reclaimed chair follows the shape of last year's 1" with aluminum frame and reclaimed polypropylene seat and back, this time offering full recyclability without separation.

The square tubular section structure of the 1" Reclaimed chair is emblematic of the signature square aluminum tubing Emeco use to produce their famous Navy Chair, and the design itself is a play on the visual codes and identity which the square tubes have given to Emeco. The chair is purposefully presented in muted & dark colours which combine to provide subtle and evocative atmosphere to its surroundings. Its stackability, comfort and price are further reasons to consider it for a wide range of contract and domestic specifications."

Jasper Morrison

"The Emeco 1 Inch Reclaimed Chair is my favorite Jasper Morrison chair! It's simple in appearance, made from 100% reclaimed industrial waste, extremely comfortable, and absolutely beautiful!"

Gregg Buchbinder, Chairman, 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.