

The Sezz Collection  
Emeco with Christophe Pillet  
First installed at the The Sezz Hotel  
St. Tropez, France  
Launch 19th of January 2012 Paris

**Emeco** is pleased to present a collection of designed aluminum chairs, stools and swivel chairs entitled Sezz by French designer Christophe Pillet. Known for works that meditate on notions of time as well as the esthetic and illustrative memory, Pillet brings these themes together in five pieces: A series of timeless, handmade recycled aluminum chairs and stools manufactured at the Emeco factory in Pennsylvania US. "The Sezz chair is a little story about Emeco and what Emeco has become, the capacity of the best of the best. It is a specific story, an interpretation of the Emeco way," says Pillet. "When I sit in a Sezz chair it makes me feel happy. Christophe combined our craftsmanship, material, and unique process to create a new modern icon," said Gregg Buchbinder, CEO at Emeco.

Pillet's collaboration with Emeco commenced specially for the Sezz Hotel in St. Tropez where he envisioned interiors with a sense of deep value; the connotation of a home away from home. By blending furniture like a vacation house, Pillet creates an intimate and homely feeling. "When I was a young kid, I grew up in a home full of Eames furniture. At that time they looked modern and unique and they still do today. Christophe has captured that same poetry. Sezz will be forever young," said Buchbinder.

The city of St. Tropez is an international hot spot for summer fest but parallel to the glamour is a classic French village. "All hotels in the area are the same - fashion hotels. I wanted the opposite. The precious thing for me is the quality of the sun in southern France. I wanted the hotel to feel like the smell of the skin when you are on the beach. It is all about taking advantage of nature, the shadows, the trees, the sun - truly creating a down tempo. It is more like building a scenography or blending a perfume using the ingredients and flavors of past memories," said Pillet.

The Collection is a charming fusion of comfort and durability, a sense of embracement; raw industrial strength yet with the sensual sophistication of a French lounge seat. "The look is very subtle, but holds an unbelievable quality; you don't see the welding, the recycled aluminum, the indestructibility, they are all real but invisible values, the hidden territory of a luxury product," said Pillet.

Sezz emphasize Christopher Pillet's ongoing interest of the emotional connection to objects. "The chair is not made to look a certain way, but to make you instantly want to climb up in it and have a nap. The idea is to be timeless and create desires, using the objects in its purest form. When you collect, you choose items you would like to keep for a long time and not throw away, even when these items are not in fashion, you still love them," said Pillet. "In 100 years from now, Sezz will be the kind of chair you will find in a flea market or perhaps a museum. Both require products that last," said Buchbinder.

"Today we buy items because we desire the memories attached. I sometimes see my job as a designer just like the writers, artists or movie makers - it is about storytelling. You buy furniture because they are representing your sentimental values, like keeping old photographs. It's all moments in your life. Same when you are choosing furniture, it's building your story," said Pillet.

### **About Christophe Pillet**

Lucidity of expression and the search for simplicity are the key principles: In the work of Christophe Pillet the elegance is optimized. Pillet's perfect command of sensuality and refinement has made him one of the rare French designers to have gained global recognition designing hotels, boutiques and art directing in the US, Great Britain and Japan. He is a designer who has won international acclaim for the spectrum and quality of his creations. Architecture, objects, furniture, art direction: His signature is invariably associated with the finest brands -from transforming the Lancel boutiques across France and the rest of the world, designing the restaurant Guilo Guilo in Paris, to creating stands for Renault at international automobile shows: The scope and the variety of his projects share a common attitude, independent of scale. Whether it be as design director for Lacoste, or in long-term collaborations with Driade, Cappellini and Emu, his considered interpretations are a testament to high-voltage chic, distinguished both by its precision and rigor. If a Pillet style exists, it is that of efficiency and service, in the sense of sexual functionality: the ability to crystallize, in the project, the excitement of the proposition.

### **About Emeco**

Founded in 1944 by Wilton C. Dinges, the Electrical Machine and Equipment Company—a quintessentially American factory—based in Hanover, Pennsylvania. Emeco has been the leading manufacturer of handcrafted aluminum chairs for 65 years. Committed to principles that reach back in time, to the values that built the culture and business. Their first product, the Navy Chair, is made to last a hundred and fifty years. The company and the products are handcrafted by professionals to last, 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 has 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 revolution in product development that promises a new, more intelligent and sustainable way of life. Producing up-cycled chairs and stools made of 80% recycled aluminum or 65% post consumer rPET. 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, Frank Gehry, Norman Foster, Ettore Sottsass, 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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