

PRESS RELEASE

# Emeco and Naoto Fukasawa introduce “Za”

A happy union of craftsmanship and design

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Emeco, in collaboration with Naoto Fukasawa, today announce the launch of “Za” – a stool in three heights, made by hand and guaranteed for life.

The name “Za,” chosen by Naoto Fukasawa, an industrial designer from Tokyo, means “a place to sit” in Japanese – a name that speaks to the multi-functionality of a simple stool that can be used anywhere, indoors and outdoors; an object a person will unconsciously choose to sit on.

Za is a modest and humble stool created by a thoughtful designer whose focus is on purposeful simplicity – a perfect combination with Emeco’s heritage in aluminum craftsmanship.

The stool’s shape is the result of Fukasawa’s vision to make the seat comfortable, with a defined rim to keep you seated in the center of the stool. Fukasawa envisioned a stool that would give people “a happy mood when sitting.” The simple, joyful Za can inhabit any setting – a timeless classic to be used, cherished, kept, and passed down for generations, much like its forefather, the original 1006 Navy chair.

“The Navy chair is one of the most identified icons in America. I had an image of a round stool, which could become a natural part of the Navy chair family, like a brother or sister. I embodied that thought into the design of the Za stool.” – Naoto Fukasawa

The stools come in three heights; small, counter height and bar stool height. Just like the original Navy chair, Za is built at our Pennsylvania factory following a unique and elaborate 77-step process. The recycled aluminum – Emeco’s signature material – is light, strong, non-corrosive, fire proof and has a low carbon footprint. It is also impervious to today’s disinfectants and anti-microbial cleaners. All Za stools come with a lifetime guarantee. Za is offered with a natural, hand brushed anodized finish, a hand polished finish, or in six powder coat colors that reflect the spirit of the collection; Warm Grey, Light Brown, Light Blue, Green, Orange and Charcoal. Hand brushed and powder coated stools are suitable for outdoor use.

“Za comes from the soul of Emeco – made for lifetimes of use, with a minimum carbon footprint. Its distinctive “Emeconess” makes it feel like a member of the original Emeco family from the 1940’s.” – Gregg Buchbinder, Owner & CEO Emeco



### **ABOUT NAOTO FUKASAWA**

Naoto Fukasawa is known for his designs devoted to simplicity and sublime beauty, as well as unusual ideas. Fukasawa has designed for a wide range of leading brands worldwide like Muji, Herman Miller, B&B Italia, Boffi, Maruni, and many others throughout Europe, America, and Asia. His designs, unique ideas, and consultancy work span a wide variety of fields, from precision electronic equipment to furniture and interior spaces. Fukasawa is one of the directors of 21\_21 Design Sight. He also sits on the design advisory board of Muji and is the art director of Maruni. In 2006, he established "Super Normal" with Jasper Morrison. In 2017, he became a member of the judging committee for the Loewe Craft Prize. He is a professor in the Integrated Design department at Tama Art University. Since 2012, he is the chairman of The Nihon Mingei-kan (The Japan Folk Crafts Museum). Fukasawa has won numerous awards given by domestic and international institutions, including the 2018 Isamu Noguchi Award. He has published several books, most recently in 2018 'Naoto Fukasawa Embodiment' (Phaidon).

### **ABOUT EMECO**

Founded on the principle "Begin with what's left over, turn it into what will last", American furniture maker Emeco, has been building chairs from recycled materials for over 76 years. In the throes of World War II, the U.S. Navy needed a place to sit. Emeco took on the challenge and in 1944 the 1006 Navy Chair® was born. Built by hand at our factory in Hanover, Pennsylvania using a unique 77-step process and scrap aluminum – a wartime necessity. Ever since, we have been building chairs from recycled aluminum so strong that we guarantee them for life.

To live up to the standards we inherited from our founders, we are continuously exploring new solutions for turning waste materials into simple, useful and timeless chairs. Together with some of the world's leading architects and designers, we make the best furniture possible that also sits lightly on the planet.

