

**VELIT** chair

Björn Dahlström

# **VELIT**

## Björn Dahlström

A combination of thin metal rods - each of them on their own being too fragile to cope with the given loads - is at the origin of the newest project for PLANK.

Björn Dahlström's special relationship with this material, developed through his continuous work regarding comfort and geometry has given life to a formal experiment that combines ergonomics as well as effective and recyclable materials. His background as a graphic designer explains Dahlström's interest in the graphic quality of his designs. Hence his ambition to always achieve a strong visual relation to the user of a specific product. In the case of VELIT chair Björn compares the shaping of the wires to drawing single lines that merge into elaborate shapes. As a matter of fact, the two-dimensional design draft presented a challenge on a three-dimensional, technical level as wires must be placed and welded with utmost precision and accuracy. PLANK, known for decades for the technical execution of timeless design icons at the highest level, has mastered this task with flying colors.

VELIT chair is destined as a stylish furniture item for indoors as well as for outdoors thanks to its weather-resistant consistency.

As an add-on, a cushion, specifically designed to enhance the chair, further increases the seating comfort and makes of VELIT chair an allrounder suitable for multiple application areas.



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VELIT chair













### VELIT chair design Björn Dahlström

#### Mod. 1800-40







Mod. 1800-99

Metal frame in tubular steel, seat and backrest in metal-wire powder coated in the colors ocean blue, moss green, olive green, concrete grey, white, black. Removable self-skinning integral polyurethane cushion in frame colors (except white). Plastic glides. Indoor and outdoor use.

#### Frame













black

Cushion Integral skin polyurethane foam













black

16

17

Art Direction: Biagio Cisotti

Graphic Design: Sandra Laube

Product Photography: Miro Zagnoli

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