

A sustainable story.

Phoenix  
by Luca Nichetto



OFFECCT



## Phoenix – a perpetual life cycle.

The chair Phoenix is named after the mythical bird Fenix that eternally rises again from its own ashes. The chair has been developed in accordance with Offecct's Lifecircle philosophy and is designed to have a long, flexible and sustainable life cycle. The upholstered components can easily be reupholstered, reused or replaced with new ones, time and time again. The result is a reborn chair. A new Phoenix.



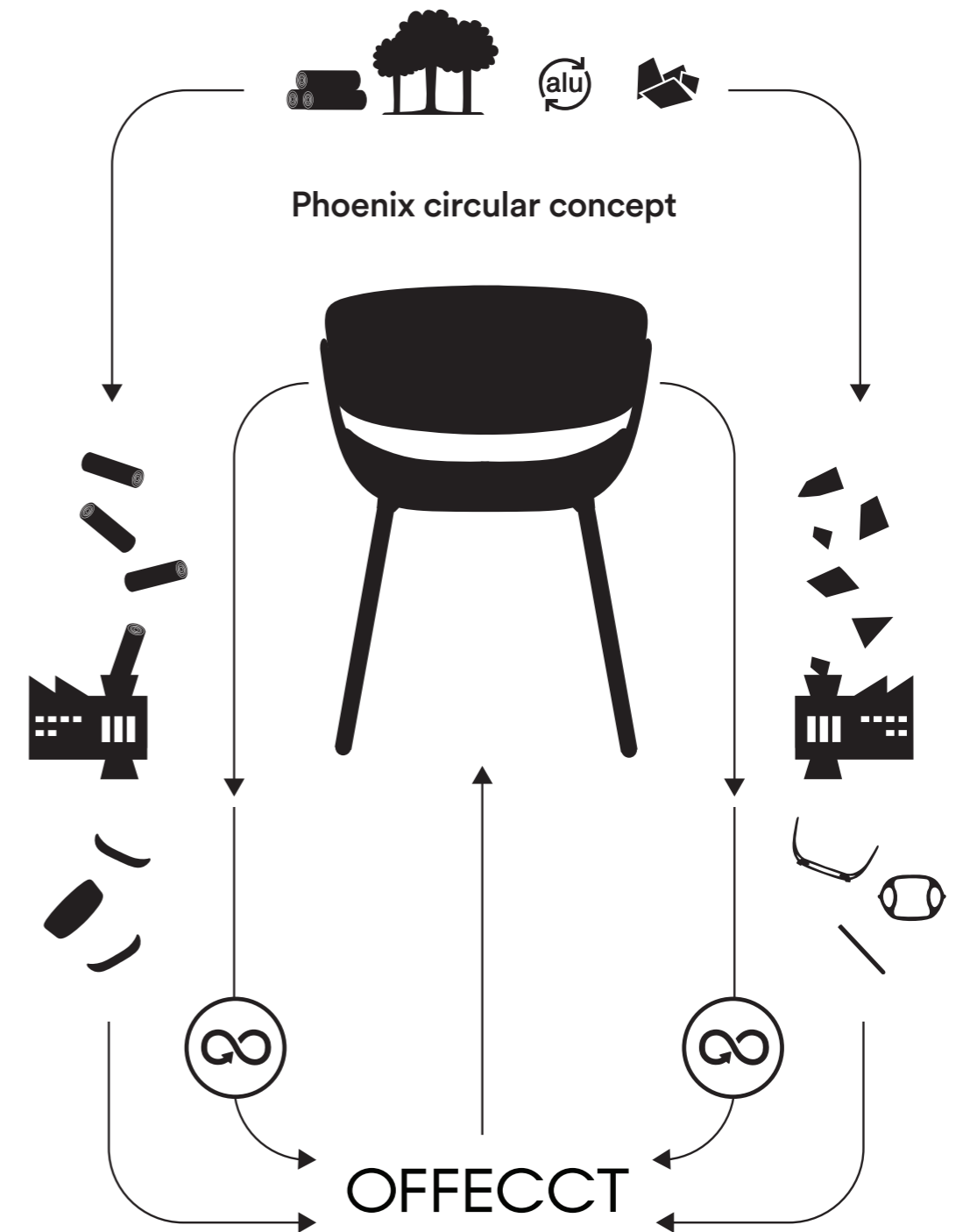
## The process – a shared journey towards sustainability.

The ambition behind Phoenix was to produce a chair that lives up to the life cycle perspective that is the very essence of Offecct and that was formulated as per our Lifecircle philosophy.

The collaboration process was intensive on the factory floor in Tibro, and together with Luca Nichetto we tested a multitude of materials, structures and manufacturing methods. The idea was to make the structure of the chair visible and easy to separate from the upholstered parts,

and the objective was to make a chair that can easily be renewed and reused. For example, the upholstered parts can easily be replaced, and there is great flexibility regarding colours and materials.

Phoenix was launched in 2017 following a development process lasting several years. At the time of its launch it was named Sustainability Project of the Year by FORM magazine at the Stockholm Furniture & Light Fair.





## Designed for a sustainable life.

Phoenix is a contemporary, yet timeless, chair. It has a strong and distinct shape, with an elegant, balanced and unobtrusive style, enabling it to fit in almost anywhere.

It is a versatile and comfortable chair where every detail is carefully conceived, thought through, purposefully designed and crafted for a long, sustainable and flexible life cycle.

The structure allows maximum flexibility from the beginning and the characteristic silhouette comes from the

frame with its Y-shaped base. Upholstered and non-upholstered parts can easily be removed and replaced as needed, when you want a new colour or new fabric.

The result is a brand new chair, and the old parts can be reused. The entire design has been thought out in detail to make it simple to renew and transform. This gives the chair unlimited customizing options.

This maximum flexibility and design is a very important part of our Lifecircle philosophy.



### Dimensions

Dimensions (mm)			Dimensions (inches)		
H 750	SH 440	(mm)	H 29,53	SH 17,32	(inches)
W 585	D 555/450		W 22,83	D 21,85/17,72	



The leg attachment allows easy assembly and disassembly. Developed by Offecct R&D.



Seat base in moulded beech. Multiple layers of veneer guarantee a long service life. Pre-drilled holes in the seat allow easy attachment of the four different frames.



Rods are embedded in the frame to ensure secure attachment of the back.



Legs for the Phoenix four-leg frame in tubular steel.



Coloured caps conceal the fastenings.



Easily-accessible attachment point under the seat simplifies attachment and removal of the frame.

**“I always look at Phoenix as a very good cake, where there was a lot of very interesting ingredients. And me and Offecct were good chefs, to balance the ingredients to make the recipe for this cake.”**

– Luca Nichetto, designer.





## Designer Luca Nichetto.

Luca Nichetto is an Italian designer who founded Studio Nichetto in Venice in 2006 and opened a second studio in Stockholm in 2011. Luca's approach to design is characterised by visual clarity and great respect for quality and craftsmanship.

**Background:** Born in 1976. Graduated with a degree in industrial design from Università Iuav di Venezia in 1998. Began his career with glassmaker Salviati. Collaborating with Offecct since 2008.

**Response:** Has attracted significant inter-national attention and a whole string of awards for his design work.

### Curiosity and courage.

"Curiosity is my fuel as a designer; I am constantly on the hunt for new ideas and knowledge. When I began working with Offecct in the late 2000s, sustainability was a new field for me, and I have learned a lot during our years of collaboration. Our first project together was actually cancelled. Everyone loved the product, but we couldn't come up with a sustainable solution for production, so Offecct abandoned it. It was the first time I was involved in something like this and I think it was very brave."

### Personality and collaboration.

"As a designer, I need to feel that the company is a collaborative partner, that our DNA matches and that we understand each other's personalities. Someone said that the designer and the company are like parents and the product is their child, which is a description I agree with. One of the things I

like about Offecct is that they have a clear and distinct voice that can be seen in the products we have created together. Our process is as a ping-pong-match, with ideas being batted back and forth."

### The path to Phoenix.

"Phoenix began with Anders Englund (former Design Lead) and I talking about creating a chair based on Offecct's Lifecircle philosophy. I had just become a father and drew inspiration from children's swings – without its legs Phoenix is actually like a swing. One important element of the aesthetics is that the structure is visible, something that gives the chair a distinct visual look, iconic yet simple. It's also the most comfortable chair I've designed. It was a long process, testing a variety of materials and production methods to live up to our requirement for circular thinking. The name Phoenix is perfect for the product and, of course, alludes to the mythical bird that is eternally reborn."

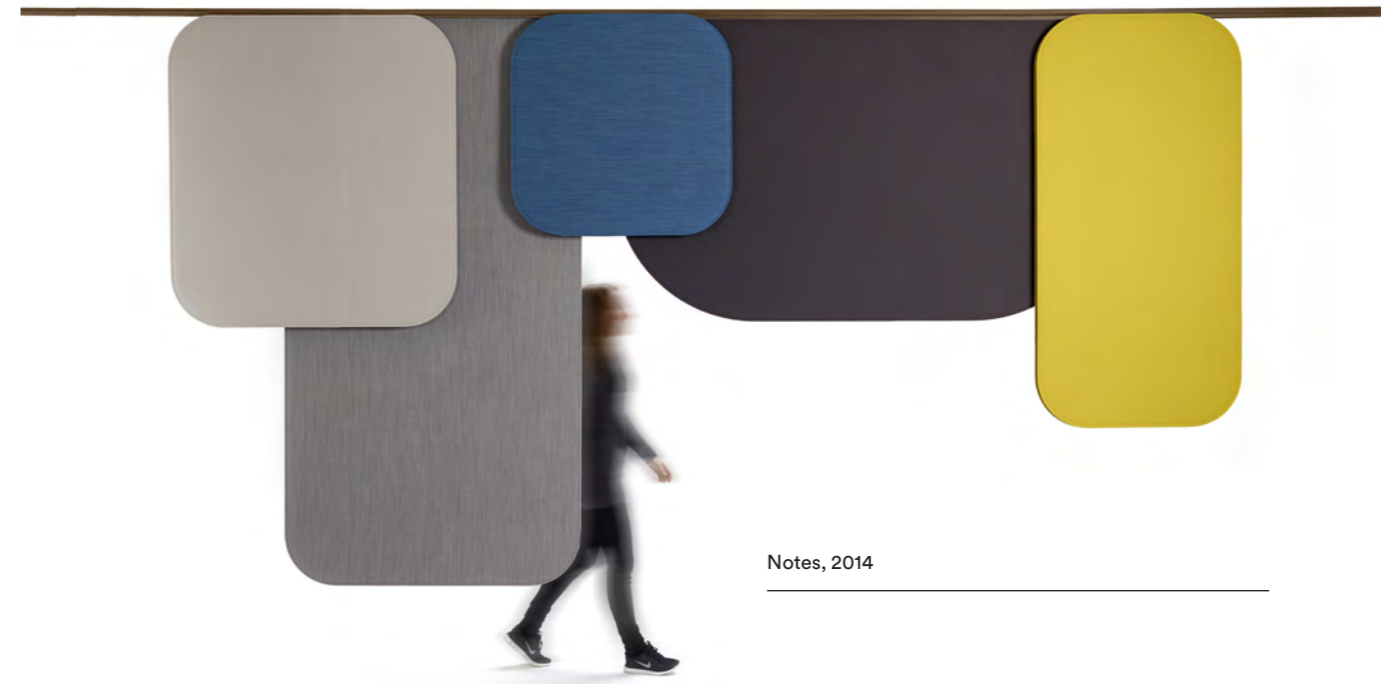
### Respect for craftsmanship.

"Phoenix wouldn't have been possible without the close collaboration with Offecct. For me, it's important to get involved in the practical aspects on the factory floor and to have respect for the level of craftsmanship to be found there. It's something that I carry with me from my upbringing on Murano and earlier experiences from the world of glass design. I don't want to simply create a shape on the drawing board; I also want to know how the product will be constructed and manufactured. Having an understanding of the entire process is what design is to me, rather than merely style, which is something much more transient."



When Phoenix was launched in 2017, Luca Nichetto created an art installation in collaboration with Offecct and Sweden's leading auction house Bukowskis. This installation was displayed in Stockholm and Milan. Photo: Per Olsson

## Luca Nichetto's projects with Offecct since the start of 2008.



Notes, 2014



Phoenix, 2017



Murano, 2018



Green Pads, 2011

