

Form Collection



Designed by Simon Legald for Normann Copenhagen

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C O P E N H A G E N

A unified and ambitious chair

In record time, Form has become one of Normann Copenhagen's most popular designs. The name Form reflects the designer's inspiration drawn from the design of chairs throughout history. With a soft silhouette that merges with a rigid frame, Form is Normann Copenhagen's idea of the perfect chair.

Simon Legald has been ambitious in his design of Form and in this has challenged the traditional type of construction seen in a chair. The goal was to create a chair with a cohesive and unified look as well as a natural integration between seat and base. In order to achieve this, Normann Copenhagen developed an innovative and sleek mounting solution consisting of four moulded plastic connectors, which fit perfectly to the seat of the shell. This almost makes it appear as though the legs are growing out of the seat.



Integrated & uncompromising

Since the initial idea, it took 3 years to develop the Form series. During the process angles have been corrected, curves have been adjusted, colours have been tweaked and more than 20 prototypes with various angles and material thicknesses have been tested in order to find the right solutions and achieve the best comfort possible. The end result is an uncompromising design, which blends craftsmanship with design history.

The moulded shell is based on well thought out curves, which follow the body and ensure optimal sitting comfort. For example, the seat is wider so as to accommodate various body types. It also gives you room to change your position so you sit comfortably for a longer period of time. Another important detail is varied thickness of the shell. A 4 millimetres thin edge at the top of the backrest provides flexibility, while the bottom of the backrest and the seat are thicker in order to increase stability and support. Finally, there is a small curve at the top of the backrest precisely where it feels most natural to grab the chair and pull it out from under the table.

The goal was also to create a flexible design that could be adapted to countless types of bases, including the ones that will emerge in the future. The easiest and most common way to achieve this is by making several holes underneath the shell to fit the different bases. Normann Copenhagen, on the other hand, has raised the bar and prioritised exclusive and well-executed details. The connection principle developed especially for the Form Chair makes it possible to mount different types of bases in the same holes. As a result Form is a homogenous and aesthetic design regardless from which angle you look at the chair.





Industry meets craftsmanship

Form is a contemporary shell chair made of moulded plastic. The chair comes with or without armrests and as a barstool in two different heights. The shells are all created of the highest quality recyclable polypropylene, and have been moulded using one single injection. That way you achieve an extremely strong construction with the finest and clearest surface possible.

Highly qualified furniture craftsmen make the wooden bases from FSC certified American oak or walnut. The bases are assembled and sanded by hand after they are cut. The steel legs are produced in thick and strong steel pipe. The base is welded together by hand, making the use of screws unnecessary and the construction more durable. The way the bases are made also makes the chairs very stable, thus improving the seating experience.





100.000 possible combinations

Form is not just a single chair, but an extended family. The specially-developed assembly principle permits a plethora of combination options, in which the various models can be given different expressions, all according to the choice of base, colour and upholstery.

The wooden legs add an artisanal exclusivity and warmth to the design, while the Form chair with steel base has a more minimalistic and slender look. A swivel base offers freedom of movement, making the chair eminently suitable for places like conference rooms and restaurants, and with castors and top quality gas pump, Form adds an aesthetic, yet functional, character to office environments. The steel stacking base has a light and slim silhouette, while giving Form a new level of flexibility. The stacking chairs are easy to put aside when they are not in use, making it possible to transform interior furnishings and store larger amounts of spare chairs.

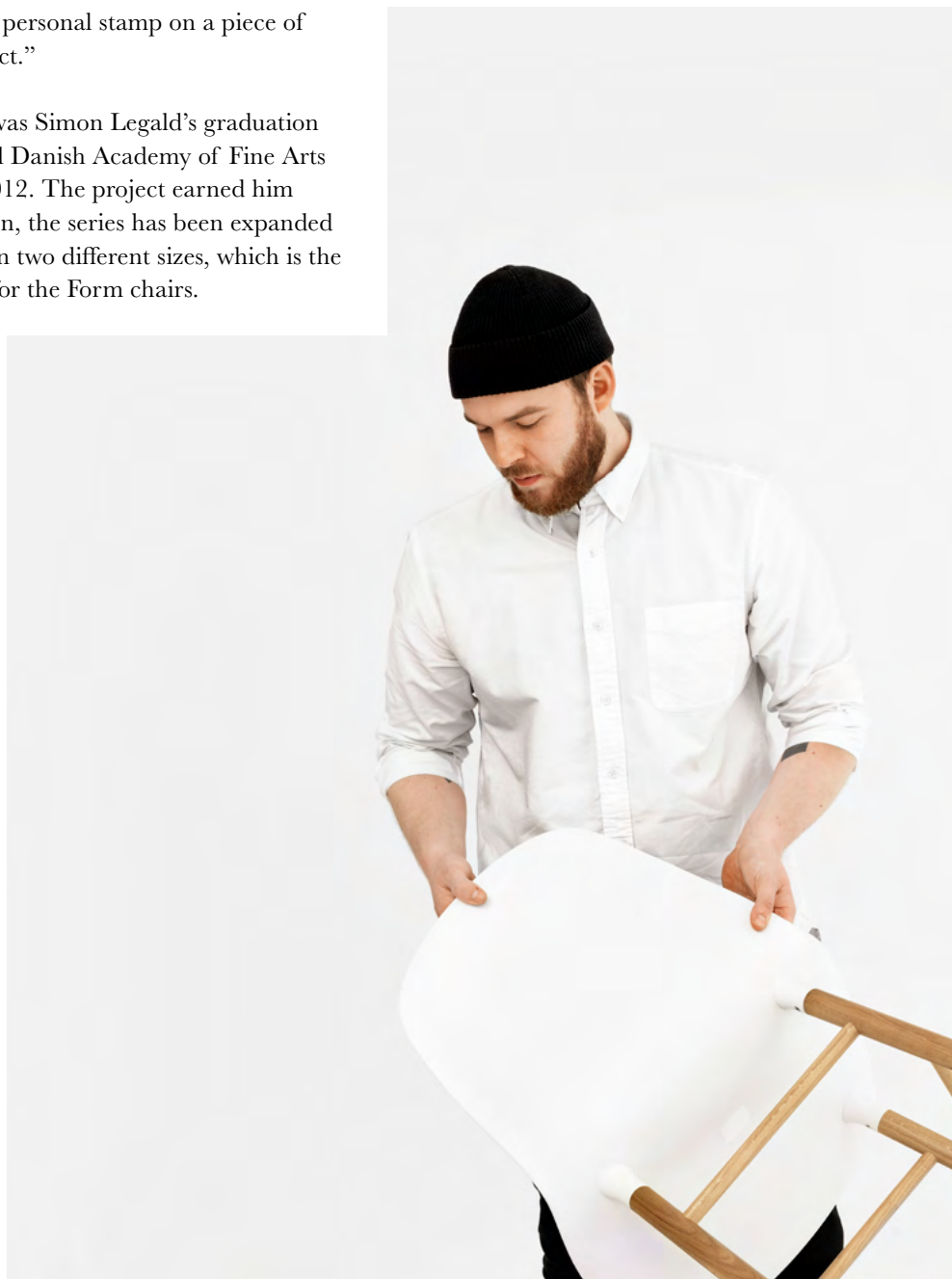
Form comes in 6 timeless colour choices and with upholstery in a wide range of textiles and colors. With a dazzling number of over 100,000 possible combinations, Form can be customised to fit exactly the style and mood that you want to create.

Familiar Shape, Original Design

Form is a fresh and at the same time sophisticated design with both familiar and new expressions. At the same time, the series is a tribute to form itself. Simon Legald explains the concept:

”I had an idea of what the ideal chair should look like, and I have had this for many years. I wanted to unite the frame and the seat in a way I had never seen before. I have analysed hundreds of chairs from different periods during the design process. To me, form is the essence of design. Form is what makes a product recognisable and sets the design apart from other products. Form is the first thing you see, you then experience the function. Form is also where a designer can put his personal stamp on a piece of furniture or a product.”

The Form concept was Simon Legald’s graduation project at The Royal Danish Academy of Fine Arts in the summer of 2012. The project earned him top marks. Since then, the series has been expanded with a dining table in two different sizes, which is the perfect companion for the Form chairs.



Press release Form

Form Chair
Steel, Chrome, Brass



Form Armchair
Steel, Chrome, Brass



Form Chair
Wood



Form Armchair
Wood



Form Chair
Swivel 4 Leg



Form Armchair
Swivel 4 Leg



Form Chair
Swivel 5 Wheel Gaslift



Form Armchair
Swivel 5 Wheel Gaslift



Form Chair
Rocking



Form Armchair
Rocking



Form Chair
Stacking



Form Barstool 65 cm
Steel, Chrome, Brass



Form Barstool 75 cm
Steel, Chrome, Brass



Form Barstool 65 cm
Wood



Form Barstool 75 cm
Wood



Form Barstool 65 cm
Stacking



Form Barstool 75 cm
Stacking



Polypropylene: White, Grey, Black, Green, Blue, Red

Upholstery: All colors in Gabriel/Fame, Gabriel/Fame Hybrid, Gabriel/Breeze Fusion, Gabriel/Remix, Gabriel/Steelcut Trio, JAB/City Velvet, Camira/Main Line Flax, Camira/Synergy, or Sørensen Læder/Ultra Leather.

Frame for chair and armchair: Wooden legs: Oak, Walnut. Steel legs: White, Grey, Black, Green, Blue, Red, Chrome, Brass.

Swivel base in aluminum: Polished, White, Black. Stacking base in steel: White, Grey, Black, Green, Blue, Red, Chrome

Rocking base in wood: Oak, Walnut

Frame for barstool: Wooden legs: Oak, Walnut. Steel legs: White, Grey, Black, Green, Blue, Red, Chrome, Brass.

Stacking base: White, Grey, Black, Green, Blue, Red, Chrome

Pris: Chair from EUR 240,- / GBP 220,- / USD 345,-. Armchair from EUR 270,- / GBP 240,- / USD 375,-.

Barstool from EUR 255,- / GBP 230,- / USD 265,-







Normann Copenhagen was established in 1999 with the mission to challenge conventional thinking and make the ordinary extraordinary through great design.

The Normann Copenhagen brand encompasses a wide and continuously growing range of furniture, lighting, textiles and home accessories targeting both professionals and private consumers.

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