



Phoenix Luca Nichetto

Luca Nichetto's new chair *Phoenix* luminously represents the Lifecircle philosophy that is the soul of Offecct. Every detail of the chair is carefully conceived, thought through, purposefully designed and crafted for a long, sustainable and flexible life cycle. The fruit of this development process is a chair of original elegance and contemporary timelessness.

LUCA NICHETTO

Italian designer Luca Nichetto founded his multidisciplinary Studio Nichetto in Venice Italy in 2006, focusing on industrial design and design consulting. The studio's scope has since been expanded to encompass furniture, interior design and more. In 2011, Studio Nichetto opened a second branch, in Stockholm Sweden, to meet a rising global demand. Studio Nichetto works with brands and commissioners from all around the globe, not least in China and Asia. The studio's unique combination of Italian and Scandinavian design culture has attracted major global attention.



THE LOOK OF *Phoenix* is derived from a recycled aluminum frame with a trademark Y-shaped base. The upholstered parts can be easily removed and replaced when needed – or when the client wants a new color or material for novel functions and/or styles. The result is a brand new chair whose used parts are recycled.

This perpetual life cycle inspired the name for *Phoenix* – the bird in antique mythology that keeps rising from its own ashes.

“I think the *Phoenix* is a fine manifesto product for the ambitious Lifecircle ideas we share with Offecct,” says Luca Nichetto.

“What I really like is that the idea is based on the extremely strong and flexible structure – that the structure is also the form, almost like a Totem pole. The original idea comes from the Y-shape in the rope or chain in a children's swing. Without the legs, the chair is actually like a swing.”

“This structure allows maximum flexibility from the beginning,” Nichetto adds. “To me, it's a perfect example of what design is all →



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about — working in collaboration with the industry.”

Phoenix comes with four different leg bases. The frame is available in a wide range of colors and different finishes. The exchangeable wooden upholstered sections are available in a broad spectrum of materials and colors.

“This gives the chair unlimited customizing options, not just from the beginning but during its entire life cycle,” says Luca Nichetto. “Yet another quality is its excellent ergonomics. I think it’s the most ergonomic chair I’ve designed so far — extremely comfortable to sit in. You really feel embraced by it.”

In an early phase of development, Offecct and Luca Nichetto considered the option of constructing the frame out of wood, before settling on recycled aluminum.

“It’s actually one of the most environmentally sustainable materials available for this purpose,” says Anders Englund, Design Manager at Offecct. “Virgin aluminum is strenuous on the environment, but once it is into its life cycle, its upcycling values are very good, with superior durability.”

“Another exciting quality of the chair is that the four different leg bases target different markets, from heavy contract to domestic,” Englund adds. “This maximum flexibility is a very important part of our Lifecircle philosophy.”

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