

It's Not a Chair, It's a Movement; Introducing Generation by Knoll™

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Generation by Knoll™ debuts at NeoCon 2009. The chair lets you sit and work the way you want, Generation and takes elastic design—where a product rearranges itself in response to its user—to a new level. sithowyouwant.com

Unique elastic design offers a new level of comfort and unrestrained movement that supports a range of natural postures and diverse work styles

East Greenville, PA, June 3, 2009—Knoll, Inc., a leading designer and manufacturer of branded furniture and textiles recognized for innovation and modern design, introduces a work chair for the contemporary workplace: Generation by Knoll™, the first work chair that allows you to sit and work the way you want. Designed by Formway Design, Generation by Knoll takes elastic design—where a product rearranges itself in response to its user—to a new level. Generation by Knoll will make its official debut at NeoCon 2009, the Chicago contract furniture industry trade exposition taking place June 15–17.

Commenting on the design and development of the Generation by Knoll chair, Andrew Cogan, Knoll CEO, said "Generation by Knoll is the first chair that lets you sit how you want."

"Generation by Knoll moves as you move and is designed to respond to the way people really sit, including seemingly unconventional postures," he added. "Generation by Knoll is all about being able to express yourself and your individuality."

The Generation by Knoll Flex Back, Flex Top and Flex Seat, combined with the unique Dynamic Suspension control, facilitate comfort and a range of postures, including side sitting, throughout the work day.

Material Innovation

The Generation by Knoll chair's innovation is distinguished by a high performance elastomer that has been used in a range of consumer and industrial applications and gives Generation its spring and flexibility. Until now, this material has never been used in such an application, and one of its most common uses—as a hinge on dishwasher doors—gives a good indication of its features: durability and flexibility. The Flex Back, Flex Top and Dynamic Suspension control leverage the benefits of this material.

Further, this advanced material meets *Knoll Design for the Environment Guidelines*, which dictate that design for durability requires the minimal use of materials, which must be non-toxic, recyclable and/or rapidly renewable materials.

"We are tapping the properties of a tried and true durable material," said Benjamin Pardo, Knoll Design Director. "Generation's streamlined and sporty profile is achieved with minimal materials."

Generation by Knoll with high performance arms and a plastic base weighs only 37 pounds; it weighs 39 pounds with an aluminum base. The Flex Back is available in a range of signature colors. Seat upholstery options and aluminum details extend the chair's appeal.

"The Generation by Knoll palette can blend right into a workplace scheme or create 'punch' that energizes spaces in the same way that Generation energizes users," notes Pardo.

How People Work

Generation by Knoll reflects empirical evidence that sitting upright and facing forward is just one of many things that people do in their office chair. This finding is based on insights gathered on the contemporary workplace and the way in which people work, both alone and with each other. Today, with the evolution from strictly focused, task-oriented settings to more informal gatherings, there is a premium placed on the freedom of movement. This freedom facilitates spontaneous interaction, encouraging people to do their best work in the manner that is most effective to them.

"Generation by Knoll responds to different work styles that have emerged over the course of the digital revolution," said Alana Stevens, Knoll Senior Marketing Director.

"In its research, Formway observed how people of different age groups and in different job functions related to their work environment. Clearly, there is no one way to sit and a chair should support as many postures as possible," she added.

Kent Parker, lead designer, Formway Design, stated, "In short, we've reached a new understanding about the way people work and how they sit throughout the day. Generation by Knoll offers the freedom of movement that is essential in today's collaborative workplace."

Generation by Knoll and Sustainable Design

Generation by Knoll can help contribute to achieving the following LEED® credits: Recycled Content (2 points); Low-Emitting Materials (1 point) with its GREENGUARD Children & Schools certificationSM; Innovation in Design (1 point) with its SMaRT® certification. A point for Regional Materials (1 point) may also apply, depending on project location.

The total recycled content for the chair with arms and aluminum base is 46% and for a plastic base is 40%. Generation by Knoll contains no polyvinyl chloride (PVCs). Generation by Knoll has earned a Sustainable Platinum rating under the SMaRT® Sustainable Product Standard and GREENGUARD Children & SchoolsSM certification. An alternate version of the Generation by Knoll chair using material derived from a renewable source is in development.

About Knoll

Since 1938, Knoll has been recognized internationally for creating workplace and residential furnishings that inspire, evolve and endure. Today, our commitment to modern design, our understanding of the workplace and our dedication to sustainable design has yielded a unique portfolio of products that respond and adapt to changing needs. Knoll is aligned with the U.S. Green Building Council and can help companies, healthcare organizations and educational institutions achieve Leadership in Energy and Environmental Design (LEED®) workplace certification. Knoll is the contract furniture industry's first member of the Chicago Climate Exchange (CCX®) and is the founding sponsor of the World Monuments Fund Modernism at Risk program.

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Generation by Knoll™ Work Chair Wins Gold in Best of NeoCon® 2009 Competition [More](#)