

The latest vogue colours have been developed to accommodate the modern office and provide fashionable options to the large design environment.





**NEUVO** is designed to show the way to the next generation of ergonomic office seating. The new vogue providing the next generation of design and seating comfort.





#### Wayne Chuang

Rochester Institute of Technology, Industrial Design Department, MST Freelance designer since 1997.

#### Awards:

- -IF Design Award, Germany
- -Singapore Design Award, Singapore
- -GOOD DESIGN Award, Taiwan
- -Symbol of Excellence, Taiwan

## Spencer Yao

Since beginning in the office furniture industry in 1983 by marketing system furniture, Spencer has profoundly experienced the transformation of the industry, workplace environment and products. His design focus is placed upon how the office environment is evolving, benefiting the end user and providing the market with next generation product, now.





#### **DESIGN PHILOSOPHY**

#### 1 - Visual sphere:

The primary goal with regards to the visual appearance of NEUVO was to provide a minimalist design. Basic, coherent and simple lines which develop a kind of essential attractiveness. Complementarily enhancing the 21st century hi tech working environment. The "human physique silhouette" shape of NEUVO increases the level of personal identification and feeling of acceptance between it and the user. An updated selection of mesh fabric colours are provided. Such as the range of fashionable metallic colours which are in vogue in our technologically advancing world.

### 2 – Perceptions (or tactile comfort):

While appearance is of course a determinant factor in any decision, tactile comfort - touch, and the related impressions it generates - is arguably an even more primary determinant in what we feel about things. Starting with a mother's tender touch to all the sensations our body is feeling right now. These stimulations play key roles in determining our emotional status and overall well being. That is why we have developed this form of upholstery using mesh fabric. Fabric with mesh qualities means that we have the soft, pleasant touch and feel of fabric together with the stretch comfort factor and enhanced breathability provided by mesh. In addition, all seating contact areas are upholstered to provide a unified touch sensation.

#### 3 – Social responsibilities:

Right from the outset of designing the NEUVO, we have been highly focused on the environmental factors. Setting design parameters which keep the number of components to a minimum. Ease of assembly and disassembly, while making sure to use the most environmentally friendly materials and processes, thus reducing to the lowest possible minimum, any impact NEUVO could have on the environment.













MESH FABRIC - A specially produced mesh fabric which feels warm like fabric yet is breathable, transparent, elastic, and eye catchingly colourful.

It has come a long way from the cold, plastic, black only, and abrasive surfaces which others call mesh.

BACK FRAME - NEUVO's minimalist design construction is visually pleasing with its simplified lines. NEUVO's independent, stand-alone, single frame structure purifies this design concept while providing over-abundant support strength. NEUVO frame's calculated curve design endows the user with a body-hugging support.
Establishing our primary design directive: New look- New feel.

CUSHION & MESH SEAT - Different work situations require different seat upholstery. A knowledge worker engaged primarily in long term sitting might prefer the foam cushion seat while a multi-tasker may prefer the mesh fabric seat. Flexibility of options is vital to ergonomics, that's why we have both.

NEUVO is individually flexible.

ADJUSTABLE ARMS - Different tasks and body postures require different arm support positions. NEUVO's height and angle adjustable arms are designed to accommodate and compliment all the other ergonomic functional adjustabilities of NEUVO.

NEUVO is the optimum of ergonomic wellbeing and personal customisation.

#### SEAT MECHANISM SPECIALISATION -

NEUVO's seat mechanism's dynamic action is at the heart of ergonomics. Our specialised engineering and professional insight ensures that the recline pivot point is located at the hips, not on the spine. This is a fundamental principle of ergonomics, yet one which is often totally overlooked. NEUVO is always ergonomic.

SEAT SLIDER - Different tasks require different postures, and without appropriate adjustability, different chairs would be required. Full recline and forward tasking are drastically different positions requiring different seat depths. NEUVO covers this range of adjustability by means of its integrated seat slider. NEUVO is exceptionally ergonomic.

FOOTBASE & CASTORS - Specifically designed to integrate with the rest of NEUVO as a unit and to cohese with NEUVO's primary design directive. NEUVO's footbase and castor assembly visually avoids the ostentatious or ubiquitous while achieving a low key luxury appeal.

NEUVO is a unified design concept.

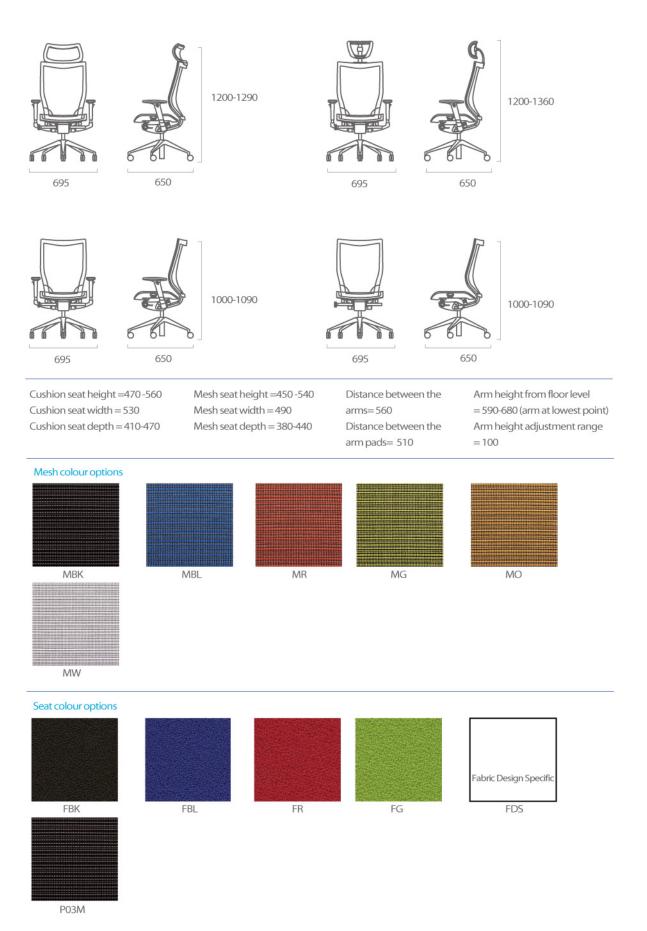
#### **ENVIRONMENT**

Our products are designed and developed according to several key principles. Not just simply making a design drawing and opening a mold. One of the fundamental principles of our R&D is the concept of complete ease and efficiency of disassembly. Our advanced molding and precision tooling ensures that all components can be perfectly disassembled, while seams and joins are minimalised to maintain a smooth aesthetic appearance. Another important criterion is that of materials appropriateness. Careful selection of appropriate and premium materials means that all plastic and metal components can be collected for recycling through the usual channels. In addition, the purity of component materials results in the renewable usage of resources. After recycling, these materials can be produced into new items.



# **OPTIONS**





# diami.

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