

# Emeco Announces the SU Collection – Stools and Tables Designed in Collaboration With Nendo

SU Collection features the famous Emeco characteristics of design, engineering and strength, built with recycled and reclaimed materials.

HANOVER, PA – April 8, 2014 – Emeco today announced that they will launch The SU Collection of stools and tables designed in collaboration with Nendo, at the Salone Internazionale del Mobile in Milan, Italy, April 8 – 13, at Emeco’s Stand Hall 20, E09. The Japanese concept of ‘su’ comes from traditional Japanese culture, and means simple, plain, minimal. Nendo brought the design aesthetic of ‘SU’ to the collaboration with Emeco, along with the name, for the Emeco SU Collection.

The SU Collection features precise engineering and the use of new, surprising eco-conscious materials. SU has “Emeco bones” the iconic seat of Emeco chairs made since 1944, and is made of reclaimed and recycled materials discovered through ongoing exploration of eco-conscious resources. SU seats come in three new material choices, all of which demonstrate a more environmentally conscious way of doing things, using responsibly selected alternatives of some traditional materials. Solid reclaimed oak seats have been sourced from old architecture in the U.S.A., and carved into the Emeco seat by Amish craftsmen in Pennsylvania. Every piece is unique with signs of its past life. Eco-Concrete seats are made of Green-Concrete, a revolutionary concept that can replace the energy-consuming traditional concrete used in architecture. Emeco’s eco-concrete SU seat consists of 50% recycled glass bottles and CSA (calcium sulfoaluminate cement) that takes much less energy to make. Recycled Polyethylene seats, made of 75% post-industrial and 25% post consumer content, and shaped into the SU seat through rotation molding, come in three timeless color options – red, flint gray and dark charcoal gray. Emeco’s traditional material, recycled aluminum is used to make SU legs with either natural or black anodized finish. Reclaimed oak, as used in the seat, is another choice for the legs.

“Gregg Buchbinder, Emeco’s CEO contacted us when he saw a photo of the Starbucks pop-up store in Tokyo which we designed in 2012. We placed several white 111 Navy Chairs in the space, and we were happy about the fact Gregg liked the way we used them. The Emeco Navy Chair is 'the chair', and has always been inspiring many architects and designers around the world including ourselves. It is amazing that the chair has such a strong character, yet blending into so many different spaces. After roughly two years, we are proud to present a stool, which is strongly linked with the Navy Chair. It is for us, definitely 'the stool'.”

-- Oki Sato, Nendo

“I like the SU stool as a concept. SU with the reclaimed oak seat and natural anodized aluminum legs beautifully combines Emeco’s heritage with modernist reductionism design. The oak material is reclaimed from local old buildings and has a lot wonderful wormholes, giving the seat character and uniqueness. We keep the oak seat untreated to allow the color to change depending on its exposure to the sun, humidity and above all - usage, thus creating its own history. Our philosophy is that both the visible and non-visible elements of our products must be outstanding with matching beauty. We pay attention to details - I believe the materials we chose, the design, strength and visual beauty come together wonderfully in this collection.”

-- Magnus Breitling, Vice President of Product, Emeco

“It was rewarding to work with Nendo - a designer who has a philosophy of stripping things down, eliminating excess, and finding the beauty in simplicity. This strong tradition found in Japan fits both the past and the future of Emeco.”

-- Gregg Buchbinder, President and CEO, Emeco

ABOUT EMECO: The American furniture company Emeco was founded in 1944 to make lightweight, non-corrosive, fire resistant and torpedo proof chairs for the US Navy. The classic 1006 Navy Chair was born, and served duty on American Navy submarines and battleships. Today Emeco craftsmen in Hanover, Pennsylvania continue to handcraft chairs that are so strong they are passed down through generations - that’s how we define ‘sustainability.’ Emeco is leading the industry, exploring and

innovating ways to use consumer and industrial waste, and environmentally responsible resources to create and build simple, timeless furniture. We work with the world's best designers and influential corporations including Philippe Starck, Norman Foster, BMW, Frank Gehry, Coca-Cola, Jean Nouvel, Konstantin Grcic and Nendo, and make chairs that live up to the standards that we inherited from our founders with a vision to make a difference.

**ABOUT NENDO:** Nendo is a design firm founded in 2002 in Tokyo, with architect Oki Sato (b. Canada, 1977, M. Arch. Waseda University) as its principal.

The firm realizes its goal of bringing small “!” to people through a multidisciplinary practice whose media include architecture, interiors, furniture, industrial products and graphic design. Nendo opened their Milan office in 2005 and Singapore office in 2012.

Nendo has since received numerous awards and recognition. Newsweek named Oki one of the world's “100 Most Respected Japanese People” in 2006. Oki earned the title of “Designer of the Year” by both Wallpaper Magazine and Elle Décor magazine in 2012.

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