

Coza

Designed to move you.

Coza represents our drive and desire to create innovative products that promote visual and functional simplicity whilst enhancing the user experience.

The result of two years of research, Coza facilitates flexible working environments, fulfils the increasing need for ergonomically-sound meeting chairs and provides a task chair that offers a high level of comfort without the need for manual user adjustment.

Imagined.

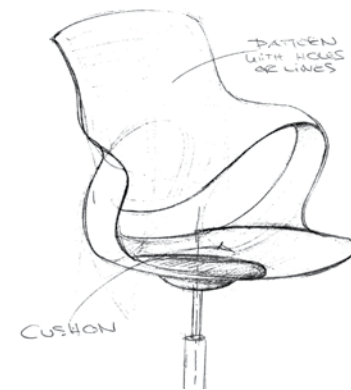


Martin Ballendat

In 2013 we approached Martin Ballendat to collaborate on a project that would result in a new kind of office chair. Together, we set out to change the market's perception of what a task chair really is and what it could be in the future, in order to remain relevant for tomorrow's flexible working environments. Coza is the result of a wide reaching concept phase and an intensive period of prototyping, testing and user trials; a product borne of the necessity for functional simplification in the task chair market. Our idea was that of replacement: replacing the need for manual user adjustment with that of flexibility, replacing several individual components made from multiple materials with a single part, and finally, replacing the homogenized look of the task chair with that of a more attractive, more human aesthetic.

Martin's strength is his untethered creativity, supported by a team and studio able to turn his concepts into reality. Prototyping such organic shapes and making them feel representative of the final production form is always difficult, so even after several months of prototyping, testing and refining the physical concept in parallel with CAD-driven analysis of the material, there was still a leap of faith to be made; trying to judge whether the flexibility in the shell would offer the comfort and durability required from a lifetime in use. However, we were able to draw on the expertise of the automotive industry to deliver the strength and performance required of such a benchmark development; constantly challenging our suppliers to go further than they have before in order to improve the quality of the finished product.

The tooling required to produce the body of the chair has a net weight of almost ten tonnes and requires the plastic to be injected at a pressure of 1200 tonnes through a specially designed machine-head. The material itself is a bespoke polymer, finished by robot using anti-static, heat-resistant lacquer. The Coza project has pushed every one of the team involved to address and then solve problems that will add value to the user. As a result, Coza represents the first of a new generation of office chairs that will facilitate tomorrow's new ways of working.





Boss Design

Email
sales@bossdesign.com

Web
www.bossdesign.com

Headquarters

UK
Global Head Office
Boss Drive Dudley
West Midlands
DY2 8SZ
T: +44 (0)1384 455 570
F: +44 (0)1384 241 628

USA
North American HQ
2014 Chestnut Street
High Point
N.C. 27262
T: +1 844-353-7834
F: +1 336-884-2278

Showrooms

UK
London Showroom
7 Clerkenwell Road
London
EC1M 5PA
T: +44 (0)20 7253 0364
F: +44 (0)20 7608 0160

USA
Chicago Showroom
Third Floor
310A Merchandise Mart
Chicago
T: +44 (0)20 7253 0364

Dubai
Dubai Showroom
Design House
Al Noor Street Al Sufouh 1
PO Box 117088
Dubai UAE
T: +971 (0)443 788 99