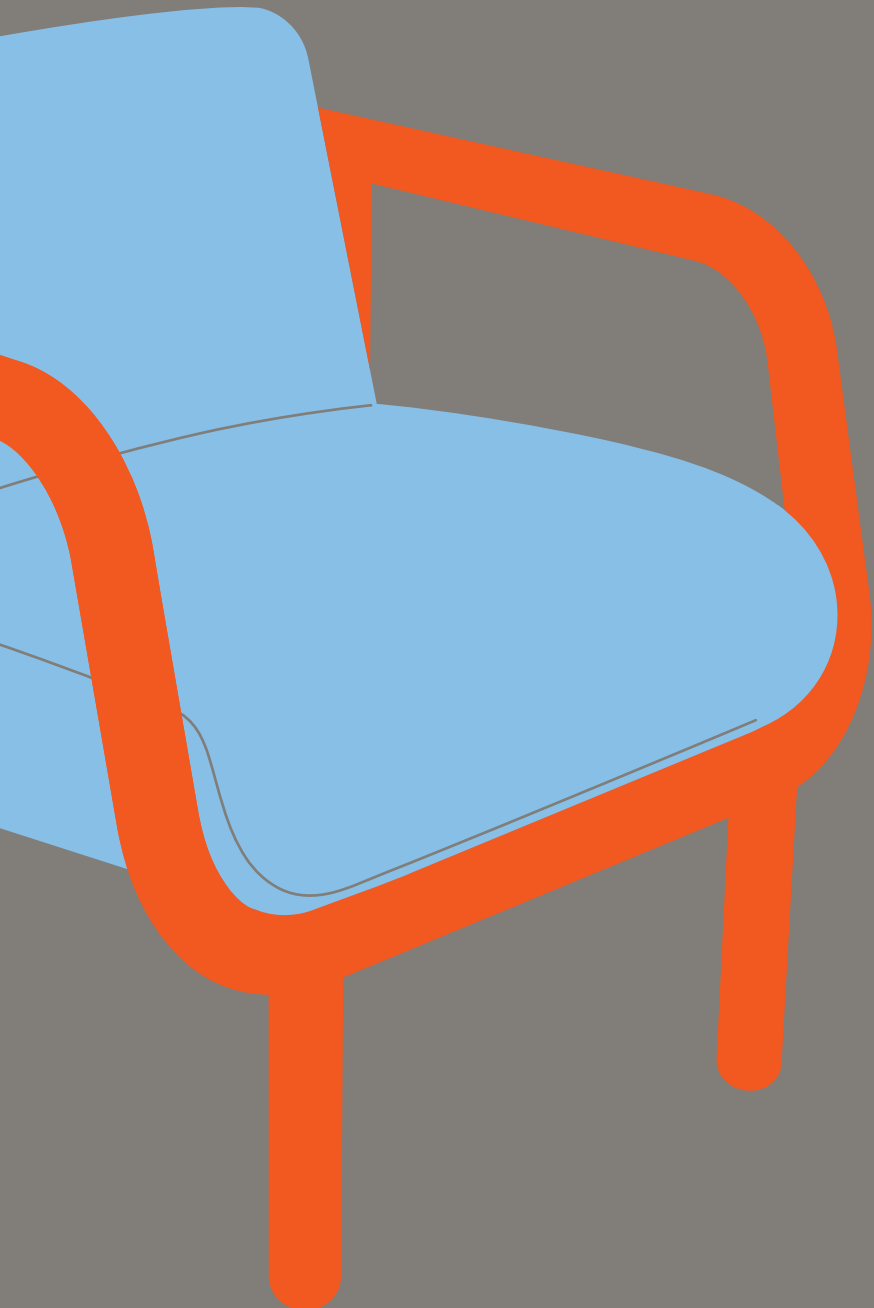


Percy Chair by
Nicole Marion

NaughtOne



Visually striking



Introducing Percy, where only two elements marry to create a statement-making chair: the bold graphic outline of the frame and the plush, cushioned upholstery.



Beautifully simple

Inspired by the simple and functional design of 1970s waiting room chairs with their uninterrupted flowing lines, this practical and playful lounge chair contrasts plush upholstery with a visually impactful metal frame.

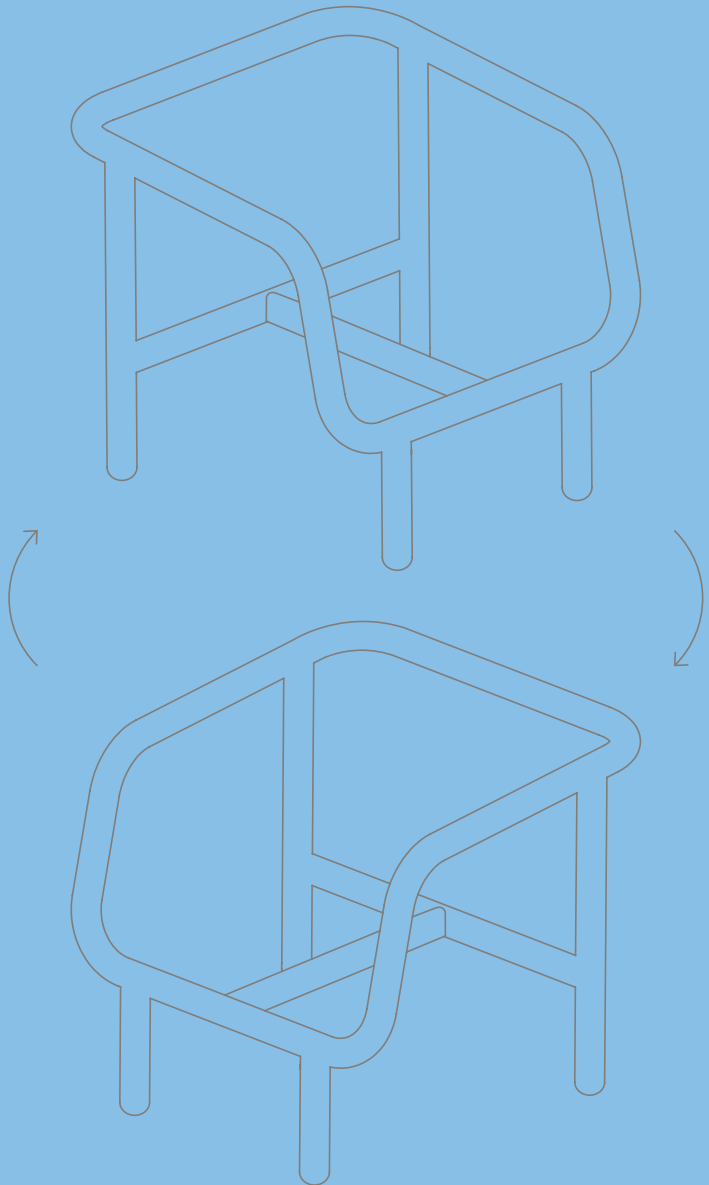
It offers a supportive and comfortable sit, encouraging you to take a moment to relax and unwind. The tactile lines of the tubular frame provide a blank canvas for colour.







Designing for a sustainable future



Since our beginning, we have always wanted to impact the world positively. We led the way in environmental certifications and designing and manufacturing sustainable products that meet the most rigorous industry standards for commercial interiors. We keep all production local in the UK, USA and Asia when possible, reducing carbon footprint and miles travelled.

When we're thinking of new products, we begin at the end. We create everything in our range with its life cycle in mind. Designing for the future opens a world of possibilities for us. We proudly offer a take-back programme, allowing people to return a product to us, so we can recycle, upcycle and re-use materials. In 2021 we launched the Ever Sofa and Chair, our first product designed with the principles of circularity. We made it easy to service for remanufacturing or disassembling at the end of its life so we can properly recycle the materials. Our practices are constantly improving. We're on our way and willing to go further.

Steel is robust, durable and can be recycled many times without losing its strength or looks. In choosing steel for Percy's frame, Nicole Marion created a chair that can stand up to the rigours of daily use and stay beautiful, but also be usefully repurposed when it eventually reaches its end of life.

In addition, steel is synonymous with Yorkshire. Sheffield is known as the 'Steel City', where crucible steel was first forged and self-employed craftsmen called 'little mesters' made cutlery and tools in small batches. Combine that with NaughtOne's curated upholstery choices – which draw directly on Yorkshire's long history as a centre of fabric production – and you have a chair that blends Yorkshire's manufacturing heritage into a contemporary design.



Designer Q+A

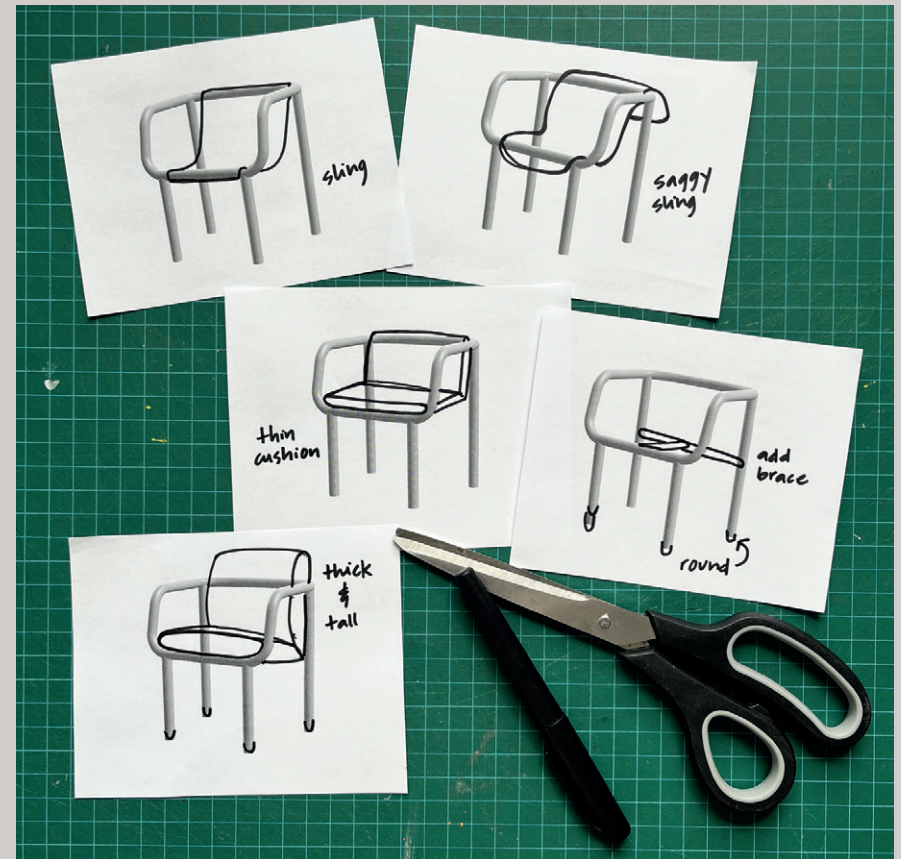
We sat down with Nicole to learn more about this bold lounge chair.



O/1. With your background in architecture, how do you start designing a piece of furniture?

N.M. I think the initial design process is somewhat similar regardless of the scale or type of project. In architecture you really have to first understand who the user will be, what the functional priorities of the building are, and of course what the budget is. The same is true with furniture – particularly if you are working from a project brief in which the client is asking for something specific. So generally, once I understand who might be using the product, how a product is likely to be used, and the target price of the product, I start to play with form, assembly, materials and colour – in no particular order.

However, sometimes an idea for a piece of furniture strikes you out of nowhere, and the smaller scale of furniture allows you the freedom to work a little more organically – perhaps even backwards! For example, there might be a specific material that I really want to work with, or a particular type of joinery that I want to explore. In those cases, I instead let the design be informed by the capabilities or limitations of those features. I also like to consider what kind of spaces the piece might be situated in, and aim to create a compelling piece, that is sensitive to its environment and doesn't visually overwhelm a space.



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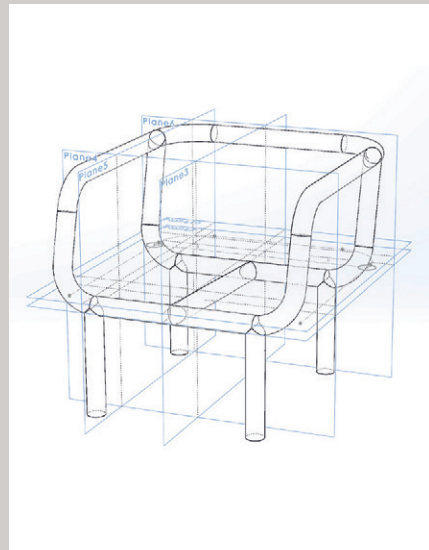
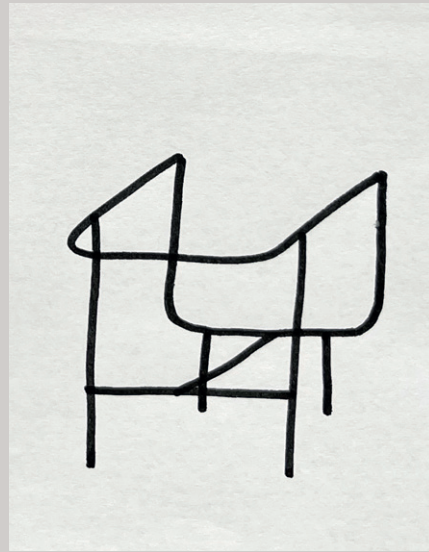
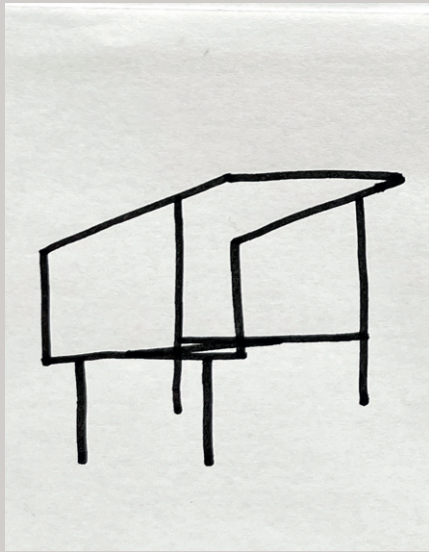
O/1. What inspired the overall form and shape of the chair?

N.M. The initial design concept came to me while I was looking at the styles of chairs used in waiting rooms.

The spark of inspiration for the chair actually came while I was sitting in a doctor's office. Waiting room chairs are always very utilitarian, easy to care for and can of course, withstand a lot of use. They are also very comfortable in an ergonomic sense, but not exactly loungey. On these particular chairs, the metal tube frame followed a continuous path up and around the entire chair, and I liked the purity of its streamlined silhouette. I thought it would be fun to see how this type of simple continuous path might be

emphasised using a much larger tube size. So, I started playing with a similar metal curvature – bending a thick round tube into one continuous loop to form the main frame, then added as little structural support as possible to really highlight those bends.

The very first iteration of the design was actually a minimal dining armchair, featuring long legs and a fabric or leather sling. Discovering that the proportions might be better suited to a lounge chair, I re-designed it to be lower and deeper, and added some plump, marshmallowy cushions to really round out all those curves. I love combining upholstery with metal to create a juxtaposition of soft and hard materials. With Percy, it was fun to also create visual softness with the hard metal frame.



“Since the initial prototype was produced and shared with NaughtOne, the chair has only needed to evolve in mostly subtle ways.”

O/1. As an emerging designer, Percy is your first piece for a commercial manufacturer. How did you evolve the design once you began working with NaughtOne?

N.M. Although the chair was initially conceived of as a residential product, I always saw potential for it to work well in commercial spaces because of the inherent sturdiness of both its materials and form. The chair also seems to have the ability to complement so many different interior styles, thanks in part to the endless colour combinations possible. I tend to believe that good furniture design can walk the line between residential and commercial use, especially now when there is so much blurring together of those types of spaces.

Since the initial prototype was produced and shared with NaughtOne, the chair has only needed to evolve in mostly subtle ways. I tweaked some of the dimensions to improve the overall proportions and ergonomics of the chair, and the quality of the materials were improved to increase the comfort and ensure the chair would pass all the stringent commercial performance testing. This included changing the aluminium frame to steel for greater durability. NaughtOne also really perfected the method in which the chair gets upholstered – it’s like a beautiful magic trick!

O/1. What has surprised you about designing Percy?

N.M. I always envisioned the chair to be bold with a curvaceous, plump silhouette. But I wasn’t prepared for how touchable it is. When people see it, they instinctively run their hand along the arms of the frame in a gentle, almost caressing way. I think the smoothness of the powder coat makes people want to figure out what material is being used – and are sometimes amazed to learn that it is metal. I like that the chair ignites curiosity, and physically engages people in unexpected ways. It also tends to make people smile, which is most satisfying of all.

O/1. NaughtOne and yourself have a passion about designing for a sustainable future. What sustainable design solutions did you consider in the process?

N.M. I tried to keep sustainability front and centre throughout the design of Percy. Each of the components are recyclable or reusable at the end of the chair’s working life. They are also hardwearing and durable, so clients can get as much use out of a chair as possible. The metal frame needed to be incredibly strong and stable, so steel was the obvious choice. It can be easily repaired should any scuffs or scratches occur, but the steel can handle repeated recycling.

Percy

Visually striking, yet beautifully simple.

Two elements marry to create this statement-making chair: the bold graphic outline of the frame and plush, cushioned upholstery. The striking frame provides a blank canvas for colour that can be combined with a wealth of textile opportunities, to shape a quietly vibrant or elegantly sophisticated piece.

O/I

DESIGNED FOR NAUGHTONE BY
Nicole Marion





Nicole Marion is an independent furniture designer, based in Winnipeg, Canada, who has a passion to create pieces that are not only beautiful, but functional and meaningful within the spaces they occupy. She developed a love for furniture design while earning a master's degree in architecture at the University of Manitoba.

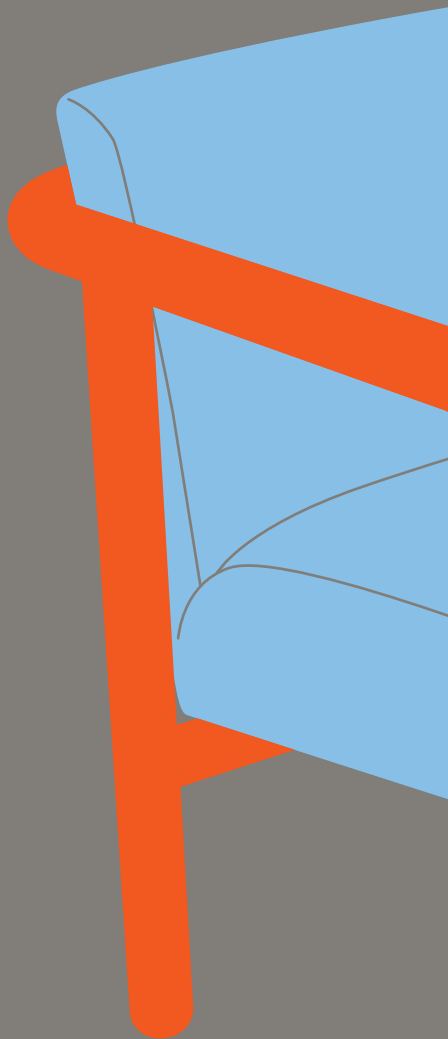
Nicole began her career in the furniture industry in 2005, playing key roles within the product teams of several notable Canadian furniture companies. In 2018, Nicole established Studio Marion, and has acted as a Studio Instructor at the Faculty of Architecture, University of Manitoba.

NaughtOne is a British furniture company who design and manufacture furniture for modern spaces. We are proud to partner with specifiers & dealers; to support renowned brands and local companies across the globe.

Our product range has a residential appearance supported by robust commercial performance – designed inside and out. We believe in good design. We have a heritage in craft and upholstery. We have a passion in people and the planet.

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Product photography: Mykah Stuk for NaughtOne
Portrait photography: Janine Kropla
Development photography: Nicole Marion
Please recycle

O/I



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