

## PRESS RELEASE

### Furniture to match the cutlery

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Lonc Living Products continues to delight and surprise as it expands its line of indoor-outdoor furniture. The latest addition to the line is the *Beaser Wood*, a three-legged stool that uses the design motif of classic wooden-handled cutlery for a playful change of pace. The *Beaser Wood* takes its place alongside the award-winning *Seaser* lounge chair and the *Beaser* bar stool with a similar design ethic that emphasizes a combination of aesthetics, functionality and above all, comfort.

Designer Rogier Waaijer has maintained the overall design language of the Lonc series, with the organic forms and soft curves, but he's now introduced a natural element with the use of a durable, sustainably produced hardwood for the legs. Three gently rounded pieces of dense, red-toned Cumaru are affixed to a tumble-finished stainless steel base with "knife handle rivets" in a fashion familiar to anyone who has used wooden-handled cutlery. The rotationally melded, ergonomically shaped polyethylene seat provides lower back support and comfortably accommodates all bodies, large or small.

"With wood, we bring more of a human touch to the products," says Waaijer. "You can do things with wood that aren't possible with other materials." Because Cumaru is so dense, the fact that there are no wood-to-wood joints, and the polyethylene seat is weather and wear-resistant, the *Beaser Wood* will stand up to the elements, so it's a great addition to the patio. And with an ingenious built-in drainage slit, it dries within minutes of the most intense downpour. But it's equally well-suited to the living room or the kitchen in the home environment, or in an office, restaurant or lobby.

The *Beaser Wood* has the standard 45 cm seating height, so it can be pulled up to a table, a desk, or a piano. Available in black, white and grey, it's the logical extension of the growing Lonc product line, but this time, it's been designed to match the cutlery. It ships in two small packages, and can be assembled in minutes.

Based in The Hague in the Netherlands, Lonc has created a signature style characterized by a combination of simple curves and subtle movement. The elegance of the Lonc design ethic belies the sophistication of its approach to comfort and functionality. Lonc's creations are unique, organic, modern, timeless, and durable, reflecting the values that have long distinguished Dutch design.