



It's raining chairs in Milan

Words Lorna Gibson
Photos courtesy of Brunner



A 'chair cloud' by Ippolito Fleitz showcased Brunner's new Twin chair at Milan's furniture fair.

Ippolito Fleitz Group passed with, quite literally, flying colours for the design of Brunner's first stand at the Salone del Mobile in Milan. Showcasing Brunner's new product – a lightweight monobloc chair called Twin – the stand was envisaged as a 'chair cloud'. A dramatic display with products suspended dynamically in space made the best use of the available floor area while helping Brunner to 'reach an international audience', says Jörg Schmitt of Ippolito Fleitz.

The 'cloud' comprised several dozen Twin chairs in a rainbow of colours – like a somersault caught in freeze-frame – while honeycomb-shaped mirrors lined the walls, reflecting bursts of melting colour throughout the stand. At one end, somersault complete, a chair rested delicately on its feet.

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