

KUSCH+CO

Kusch+Co's new product will put a Smile on your face



Smile plywood chair

Taking human-centred design to the next level, Kusch+Co releases their newest line Smile, a chair series prioritising comfort, functionality and everyday joy. Inspired by the gracious curve of a smile, the backrest, seat line and handle are designed to facilitate comfort and warmth.



Smile upholstered chair

The series is designed by brodbeck-koepf design, a Munich-based industrial design office with over 25 years of experience in the field of furniture and product design. The faces behind the company, Veronika Köpp and Stefan Brodbeck, define good design as a balanced interaction of different factors, a policy that is evident in the design of Smile.

“Every detail, every line and every curve was carefully thought through. The backrest, whose curved shape is reminiscent of a smile, sets a distinctive tone. This gesture is also reflected in the seat shell and gives this chair its unmistakable character. Regardless of the version, Smile is designed so that this gesture works equally well in the different configurations. As a reduced basic version with wooden shells, as well as in the upholstered version with armrests, which embrace and even emphasize the smiling curve,” says brodbeck|koepf design studio.



Smile plywood chair & Smile upholstered chair

The thoughtful design creates positive emotions and enhances everyday experiences. Designed specifically for shared spaces to encourage socialising and connections, Smile combines contemporary design with comfort and comes in a range of colour configurations in both plywood and upholstered and offers both with and without arms. The range is well suited for a variety of settings, from healthcare and waiting rooms to dining areas and libraries, Smile will transform a space into a hub of communication and put users at ease.

For more information about Kusch+Co and latest product images, please visit the website <https://www.kusch.com/en>

Media contact - Caroline Knight Caroline@informare.co.uk / Scarlett Walker-Hebborn Scarlett@informare.co.uk