

PRESS RELEASE

STUDIO VERB: RIDE.THE CHAIR

"We are StudioVerb — and this is our story to date."

The Chair That Started It All: RIDE

Designer **Guy Skerman** created **RIDE** to be a chair of *difference* — one that challenges the static norms of seating. What began as a simple sketch quickly evolved into something greater.

Starting with steel rod, the design transitioned into tubular steel, creating structural strength with natural spring tension. A non-obtrusive mechanism was added, allowing the seat to move subtly forward and back — giving the sitter control over the experience of motion. It became not just a chair, but a dialogue between structure and sensation.

"RIDE led the way. It created the momentum — and we followed." **RIDE** began as an idea — to challenge everything we thought we knew about sitting. Not just in form, but in feel. **Guy Skerman** wanted to create a chair that moved — subtly, smartly — and made the sitter more aware of themselves and their space.

What emerged was something wholly unexpected.

"From the beginning, **RIDE** had momentum. It demanded attention. It made us follow."

RIDE isn't just a chair. It's a platform. A tool for expression. A future icon that invites reinterpretation, collaboration, and conversation.

Who We Are

StudioVerb is a group of like-minded creatives drawn together by a single piece of furniture: *RIDE*. What began as admiration for one radically original chair evolved into a shared belief — that through trust, experience, and conviction in good design, we could form something much more: a new kind of product design house.

From the outset, StudioVerb has been shaped by energy, not ego. It is an organically growing studio, fluid and collaborative, rooted in quality and momentum.

We are not chasing trends. We are building *investment pieces* that challenge convention, evoke imagination, and celebrate playful thinking. Each design we release carries a story. Each piece carries a verb.

The Ethos

StudioVerb is guided by one principle: **playfulness** — in form, process, and spirit. Our designs are layered, sculptural, and multi-sensory. We aim to release objects of beauty and curiosity — objects that act as *imagination triggers* and retain their value for decades to come.

Each piece is:

- Entirely **UK-made**
- Crafted to the highest standards
- **Sustainably** produced
- Protected by **design registration and trademark**
- Individually **numbered** and accompanied by a logbook certifying origin and authenticity

Why Now?

There is a constant hunger in interiors for newness — for innovation with integrity. StudioVerb meets this with a refreshing voice: uncompromising in quality, unafraid of originality. Within three months of RIDE's development, the team was formed and the company was born.

We are united not by hierarchy but by purpose. We design and make the kind of products we want to live with — products that speak, that move, and that *stay*.

Achievements

- **Clerkenwell Design Week (May 2024):** Official debut of RIDE — and winner of the inaugural **Porsche "Icon of the Future"** award.
- **PorscheNow London (Oct 2024):** *RIDE* was selected by Porsche to front their Strand pop-up exhibition.
- **Current Collaboration:** Fashion designer **Kervin Marc** joins StudioVerb to reinterpret RIDE with his signature approach to leather, blending fashion and furniture into a new creative category.
- **Creative review** shortlisted for Branding

The Future

RIDE will reach far beyond the classic designer chair tropes of chrome and leather. It is a perfect vehicle for brand collaborations across **fashion, art, music, sport, automotive, hospitality, and interiors**.

A unique design creating with iconic **cross-disciplinary potential**. It is not just a chair — it's a platform.

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