

Europa Design Hosts Introductory Party of New Herman Miller 'Cosm' Chair

A cocktail party was hosted in Budapest by Europa Design to introduce the new Herman Miller "Cosm", a chair that has been named a "milestone in the seating industry", according to a press release sent to the *Budapest Business Journal*.

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The VIP guests and professionals attending the event were informed about the product's specifics by Herman Miller's head of seat and collaborative furniture department Mike Roven, the company's regional manager Zak Borivoj and Ottó Feuertag, the founder and owner of Europa Design, the oldest Hungarian Herman Miller distributor.

At the entrance of the WellPoint office building and event center, where the cocktail party was held, two iconic objects greeted attendees. One of these was Time Magazine's "seat of the '90s" winner, the Herman Miller "Aeron" chair, and the other was one of the most classic sports cars of all time, the 1960s Jaguar E-Type.

Guests who submitted photos of themselves with these icons could enter a draw to win a new "Cosm" chair in fiery red color.

Roven shared the main reason behind the chair's creation, which is

the increasing movement around offices because of collaborative projects. He outlined how nowadays employees are much more mobile, moving from chair to chair.

Due to lack of time and motivation, they might not adjust their seats each time, but with "Cosm" they won't have to. The design automatically adapts to the person's body and weight, helping employees to sit and therefore work more efficiently.

The development of "Cosm" started 20 years ago, when Herman Miller assigned one of its design centers, Studio 7.5 in Berlin, with creating "a flying carpet", which it described as "a chair in which we forget we are actually sitting", according to the Europa Design's press release.

The product of this project was the "Auto-Harmonic Tilt", where the springs adjust to the sitter's weight automatically and only the chair's height need be adjusted to either low, medium or high setting.

Additional Comfort

What adds additional comfort to this latest design is the elastic element, which builds up most of the structure and was developed for "Cosm" specifically.

Another characteristic of the product is the continuity of the frame as the seat and the backrest are not separated, allowing more support for the spine, while still being flexible during movement.

Moreover, with the leaf armrest option, the chair also provides optimal support for the elbow, especially while writing or typing at a desk. "Cosm" is available in six colors, with three back and four armrest options.

At the Hungarian introductory event, Feuertag outlined how the new Herman Miller chair is a part of the American company's Living Office concept, in which it aims to keep up with the constantly changing office space of the 21st century in innovative ways.

To do so it considers not only context but also function when designing a product. Cosm embodies this mentality as it wishes to meet all the new needs of the workplace, Feuertag said.

