

### NEWS :

#### freeLance: For Freedom

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'freeLance' is a conceptual lightweight seat format proven to comfortably support the effortless freedom of laptop computer use in the domestic, transitional and workspace environments:

A low and reclined but actively supportive shell discourages the hunched posture intrinsic to laptop computers, to help maintain healthy posture during long-term use without continuous static muscle effort. This benefits mental performance, psychological well-being and physical health.

This attention to health is closely linked to ensuring user comfort, so after creation of a surface in CAD based on body dimension data, subjective comfort evaluation was used to refine the form and verify that a wide range of body types and sizes can be accommodated comfortably by a carefully contoured rigid seat.

Alongside the physical evaluation of overall form, experiments also focused on methods of delivering visual 'softness' and 'warmth' using what is traditionally a hard, shiny material. The resulting moulded quilt surface treatment creates soft, mobile reflections which invite tactile interaction.

A mechanical solution also evolved from the visual quilting experiments; two quilted surfaces back-to-back deliver the advantage of conventional sandwich construction without the expense and complexity of a third component, allowing for a featherweight final product.

Response to recent exposure at the MADE IN BRUNEL and New Designers exhibitions confirmed the relevance and resonance of this unique product type, confirming plans for a range of semantically exciting variations...

