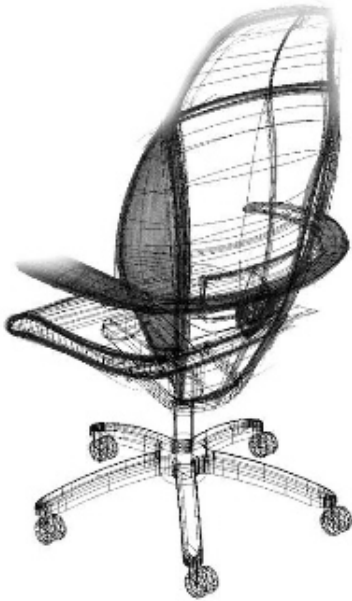


ARES LINE

Xten chair



The brief:

The aim was to develop a range of chairs for high level business and managerial use, featuring not only style and aesthetics but also perfect ergonomics and exceptional comfort.

“We wanted a highly technological and distinctly recognisable chair”, states Roberto Zuccato, President and Managing Director of Ares Line, “which stood out for its design and was something different from the other products with a greater or lesser degree of ‘contamination’ already on the market”.

The challenge:

It is a priority for Pininfarina Extra to promote the full potential of Pininfarina design. We want to put our know-how at the service of sectors which are receptive to our ideas, and the office furniture sector is definitely one of these.

Ares Line exports to over 50 countries. The new chair had to be designed to comply with all the current legislation, and on the aesthetic and design level also had to satisfy a global clientele.

How Pininfarina helped:

The culture of the ergonomic chair, physiology and adjustable features come directly from the car sector and were already a key area of Pininfarina expertise.

A long time was spent working with the car seat research team, in order to study questions of ergonomics and posture. The know-how already acquired in textiles and aluminium was also applied to the office chair project.





Values delivered:

Technology, elegance, simplicity, a classic feel, innovation, versatility, global use and international appeal are the main strengths of this product. Aluminium was the main material used for the armrests and chair back - the real heart of the chair.

The technology of the mechanisms is beautifully simple to use: on the left there is a lever which blocks the mechanism, with an "anti-shock" feature, and on the right there is a lever to adjust the height, incorporated into the knob to set the range of movement.

Other...

Features of the chair:

Bodyshell in painted aluminium

Seating created by a structure in highly resistant, flexible nylon Cushion:

- fire retardant polyurethane foam;
- Technogel;
- high tech fabric upholstery.

Back and headrest:

- structure in highly resistant, flexible nylon;
- Dynatec, a high tech mesh which guarantees an even distribution of weight.

Arm rest in die-cast aluminium attached to the rear body shell:

- Armtronic, a new system for adjusting the height of the armrests.

Movement mechanism:

- Dynamic, for natural movement and ease of adjustment.

