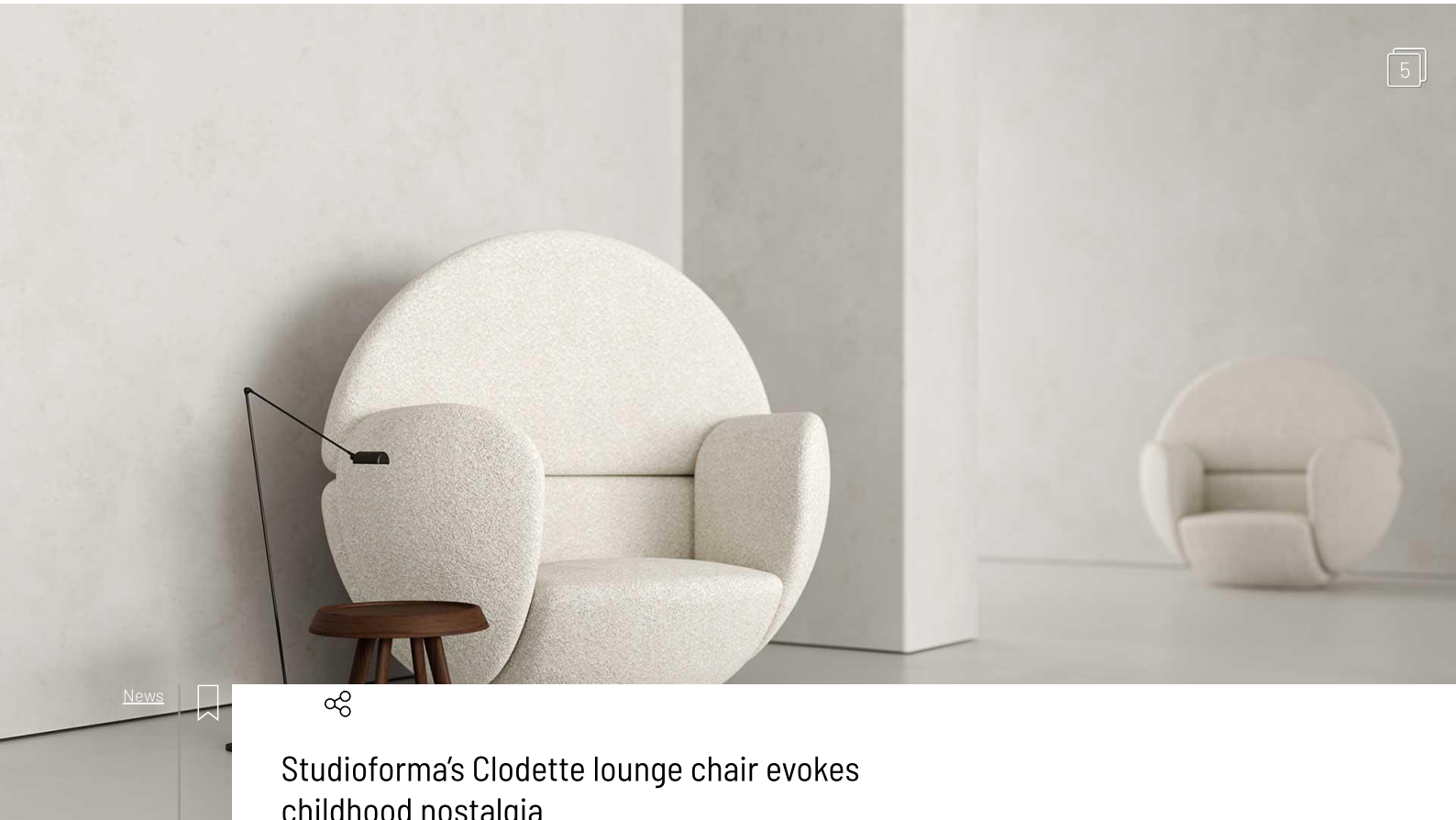




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News



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by STIRpad

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**Studioforma's** latest lounge chair, **Clodette**, with its curvilinear figure and domineering presence, takes users and viewers back to childhood memories when everything around us would seem humongous. The profile of the chair encapsulates the shapes and forms that the design studio usually uses in their works. Clodette's soft features are welcoming; they not only put the user at ease but also manage to unilaterally lighten the mood of their surroundings. The calm aura exuded by the chair is reiterated in its tactile texture.



The high armrests and backrest of the chair cradles the seater like a baby  
*Image: Courtesy of Studioforma*

Based in Zurich, Switzerland, Studioforma is a design and architecture studio that dabbles in furniture design, product design and interior design as well as in large scale architectural projects. Founded in 2002 by Alex Leuzinger and his former business partner, the firm has transitioned from an architectural start-up to an internationally recognised design and architecture studio. While their long list of architectural projects cater to the needs of their clients, their product designs have managed to firmly carve a niche in the design industry, such that their products carry a unique and distinct design language, all the while also falling under the umbrella of modernism and minimalism.



The curvy shape of the chair exudes a light aura around it  
*Image: Courtesy of Studioforma*



The playful shape of the lounge chair beckons users with the promise of a comfortable repose  
*Image: Courtesy of Studioforma*

Their **Clodette lounge chair**, characterised by subtle curves, commands a delicate yet optimum presence. Designed by Alex Leuzinger, it takes us back to a time when we were little and every average sized object around us would appear overwhelmingly large. The armrests and backrest of the chair are crafted in dimensions that allow the user to sink into the chair comfortably, while being cradled from three sides. The curvy chair is made out of segmented units that are bordered by straight lines, thus helping in balancing its overall appearance. The upholstered white fabric of the chair is soft, cushiony and welcoming. It complements the gentle features of the chair



The chair looks like it has jumped straight out of an animated show

*Image: Courtesy of Studioforma*

One can easily imagine sinking into the soft chair and having carefree imaginations. It looks both like an object straight out of an animated show and an experimental sculpture. Thus, the chair ceases to feature as a chair alone. One can place it in their living rooms to fulfil the role of a seating, an ornamental feature as well as a conversation starter. Washed in white, the interesting form of the chair suffuses it with dynamism. By drawing inspiration from a child's perspective of the world, it layers itself with a playfulness that simultaneously lightens the mood and ushers users to imagine non-pragmatic and magical events.

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