

THE REFORM LOUNGE CHAIR



Reform Design Lab

OUR MISSION

At Reform Design Lab, our mission is to create statement pieces combining extraordinary design with innovative state of the art technology, using sustainable materials and means of manufacturing.

We're at the forefront of technological and environmental change within the design industry.

We're a team of creative and passionate professionals driven by a common vision that seeks to continuously refine the design and technology processes to perfection, ensuring that our products are fully recyclable, creating and maintaining circularity.

"Our vision and goal is to merge art and technology into sustainable design pieces. Our Reform chair has placed us among world pioneers when it comes to circular high end furniture. We demonstrate how cutting edge technology can make it possible to open a third and disruptive way toward circularity between traditional handwork and mass production and solve some of the problems the world is facing. We are revolutionising the interior design industry"

Måns Broman, CEO



Reform Lounge Chair, Black
Photo: Mike Karlsson Lundgren



Reform Lounge Chair, Wood

Photo: Mike Karlsson Lundgren

REFORM LOUNGE CHAIR

The iconic Reform chair is our firstborn, one of a kind. The exquisite lounge chair is entirely made from wood-based bio-composite, making it sustainable to produce, use and recycle. The beautiful and inventive design and the sculptural curvature makes it both durable, comfortable, and suitable for indoor and outdoor use.

Designer: Jurij Rahimkulov

Width: 550mm

Depth: 885mm

Height: 770mm

Weight: 24kg

Material: Available in both Black* and Wood**

*Made out of UPM Formi from UPM, water proof.

**Made out of DuraSense from Stora Enso, water resistant

SUSTAINABILITY

You've heard this before... So, what are we doing differently from the rest?

Everything!

First, we are among the first furniture companies in the world that uses 3D printing as our main means of manufacturing. That means zero waste and fast production, with no added components.

Second, all our materials are biobased and more importantly, circular. Our chair can easily be recycled, and the material can be reused.

Third, with a future network of printers we aim to serve local markets, with locally produced products based on local materials. No more transports across the oceans.

SIT BACK, RELAX AND JOIN THE REVOLUTION

THE DESIGNER

Jurij Rahimkulov, designer and co-owner of RDL, studied at the architectural school in Moscow, and at HDK, the School of Design and Crafts in Gothenburg. His career spans over more than 20 years.

In 2015 he realized a new 3D printing technique could enable the designer to produce products without involving big producers. It took 5 years of research, product development and setbacks before the Reform Chair saw its first light.

Now the Reform Chair is an award-winning and acclaimed design icon sold all over the world and Jurijs vision has turned into reality. Even so, this is just the beginning...



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