

Press Release



Sheru armchAIR.

Design: EOOS.

Calm and cool

Newspaper and book, meeting and conversation, chair and armchair, public and private. Sheru armchAIR is the low-slung, casual counterpart of Sheru chAIR – and that is already cool. Sheru armchAIR is a minimalist which creates maximum comfort with economical gestures and very little material. An invitation to engage in conversation – with a real character.

Reduced, clear and with well-defined contours. The shell of Sheru armchAIR is barely thicker than a yoga mat, but much more comfortable, thanks to the innovative chAIR technology. The seating area contains concealed openings in which bands are arranged in the shape of palm leaves. This creates a pleasantly springy sitting feeling – breathable and comfortable.

Flowing shapes that meet clear edges. Fine gestures encapsulated by perfect details. Minimalist and intelligent. Sheru armchAIR is a lightweight among armchairs. Material figures only where it promises comfort: Sheru armchAIR represents a new philosophy in which emotion meets new reason. Production, quality and agenda follow high sustainability standards.

We would greatly appreciate a courtesy copy. Thank you.

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The design story

Sheru armchAIR continues the logic of Sheru chAIR; as an element of a new line of upholstered furniture offering considerable comfort with a minimal amount of material. As an armchair, Sheru armchAIR was to have smaller dimensions so that it can easily be integrated into existing interiors.

Together with EOOS, the Walter Knoll development team developed the upholstery technology for various requirements, from casual upholstery for a relaxed lifestyle to the strict version for the highest demands in a building. The cover can be removed. The result is an iconic armchair that sets standards. Thanks to numerous variants, the armchair fits into different settings – from being at home in a modern living room to being an iconic piece in a workspace. A genuine character.

About EOOS

The Austrian designers Martin Bergmann, Gernot Bohmann and Harald Gründl run their atelier in Vienna and work in projects from Milan to Toronto, London to New York, Berlin to Herrenberg.

EOOS draws on the archaic and creates visionary pieces. The designers observe human rituals, sense desires and instincts, and develop furniture to suit life.

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