

TAKT x Malene Bach

Trailblazing eco furniture brand launches architecture-inspired colour collaboration with renowned Danish artist



The new colour collaboration between TAKT and Malene Bach is inspired by an archetypal Danish palette to ensure aesthetic longevity.

“Colour is a constant source of energy, power and motivation. Colour is what guides all my artistic contributions and spatial interventions.”

– Malene Bach

In two years, the Copenhagen-based furniture designer and B-Corp TAKT has gone from a disruptive start-up to one of the world’s most sustainable furniture brands, leading the way with its innovative flatpack distribution model, timeless design, strong sustainability focus and ethical approach.

One of the cornerstones of TAKT’s design philosophy is the belief that every product it creates should be both useful and have lasting appeal – TAKT’s furniture may be flatpack, but it is anything but disposable. In keeping with the brand’s quest for

longevity and its commitment to innovate within its existing portfolio rather than releasing new products for the sake of it, TAKT has collaborated with artist Malene Bach to launch a new colour palette for one of its flagship products – the Cross Chair Tube, designed by London studio Pearson Lloyd.

Inspired by colours typically found in Danish street architecture, the palette has been conceived to instil a sense of recollection, connecting the chair's modern design to Denmark's wider cultural context. The result is both familiar and contemporary – colours that feel known from the past, that are aesthetically relevant today, and are likely to remain so for many decades to come.

Classic colours evoke the traditional architecture of Denmark

Malene Bach has devised a palette that is both immediately compelling and also firmly grounded in Denmark's cultural context. The four colours – Iron Blue, Copper Red, Chrome Green and Lichen Green – reference the classic tones found painted on Danish architecture to highlight the woodwork. Reinterpreting traditional pigments Bach has created muted, dusty variants of the primary hues, flexible enough to complement almost any setting and interior scheme.



The four colours – Iron Blue, Copper Red, Chrome Green and Lichen Green – reference the classic tones found painted on Danish architecture.

By referencing the colours historically associated with doors, windows, benches, gates and similar features of the built environment in Denmark, the chairs acquire a

note of tradition that combines and contrasts with their contemporary form to enhance their sense of timelessness.

“Colours are never experienced alone, they are always experienced in a context. There will always be cultural and historical aspects associated with colour and this is a great place to start when developing a palette. In this reinterpretation of classic pigments available in the past, the new chair colours bring something historical into contemporary spaces. In this way, the colours can reactivate forgotten but familiar layers of recollection and encourage new experiences based on old memories.”

– Malene Bach

Taking into account the fact that furniture is designed to be moved around between different spatial contexts, Bach’s new colours can add warmth and atmosphere to diverse interior spaces without dominating the attention or making too much visual noise.



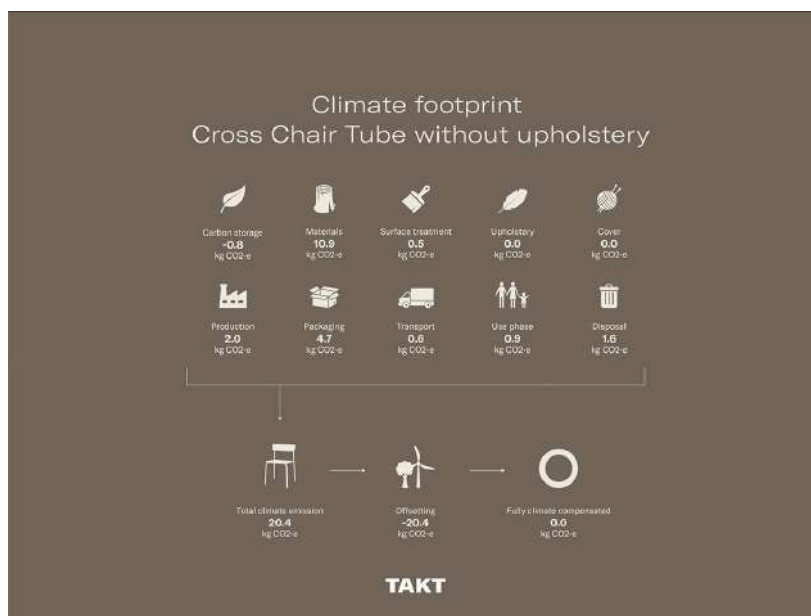
Bach’s new colours can add warmth and atmosphere to diverse interior spaces without dominating the attention or making too much visual noise.

The new colours are applied to the Cross Chair Tube's plywood backrest and seat, and are also available on upholstered versions of the chair. A range of Kvadrat textile and aniline leathers from Sørensen Læder have been specially selected so that both colours and textures work in harmony with the chair's form, respecting the personality of Pearson Lloyd's design while introducing a new expression.

Long-lasting, repairable, recyclable and carbon-neutral

Launched in 2020, Cross Chair Tube by Pearson Lloyd is an evolution of TAKT's very first product, Cross Chair. Featuring a black frame made from powder-coated recycled tubular steel that contrasts with the seat and backrest, the design has a more lightweight appearance, is easily stacked, and costs less to produce – and therefore to buy.

The collection is named after the cross formation at the heart of the structure that is common to all variants. This feature ensures the chair can be assembled quickly and intuitively with minimal tools and barely any instructions, as well as allowing it to be easily mass-produced, economically packaged, and distributed flatpack.



B-Corp eco brand TAKT pioneers radical transparency in the furniture market by revealing lifetime carbon footprints for its entire product range.



As with every product in the TAKT range, the new coloured editions of the Cross Chair Tube are certified with the EU Ecolabel – the ‘flower mark’ used to guarantee that all stages of the production cycle meet the highest environmental standards. TAKT publishes full carbon emissions data for the chairs via the Danish climate calculator Målbar, and fully offsets all carbon generated in their production through Finnish carbon marketplace Puro. All components of the chair are replaceable and recyclable, so when the Cross Chair Tube comes to the end of its (hopefully long) life, it can avoid landfill and be returned to the production cycle to be reborn as something else.

The new colour collaboration launches on 9 November 2021 attaktcph.com/colours-in-context.

Notes to editors

For more information about TAKT’s Cross Chair Tube colour collaboration, or the brand’s mission, products and sustainability initiatives, please contact rupert@zetteler.co.uk.

TAKT

TAKT is the furniture company rethinking the way to design, build and sell furniture for the mutual benefit of people and planet. Launched in Copenhagen in 2019, TAKT aims to reinvent the Danish design tradition for the modern day. Sustainable materials and production methods are at the heart of its mission to provide high-quality design at accessible prices – without having a negative impact on the planet.

Reflecting its commitment to sustainability and social responsibility – not just in its individual products, but in its entire business approach – TAKT has become one of few European design brands to be designated a B-Corps, and consistently has every one of its products certified with the EU Ecolabel – the ‘flower mark’ used to certify that all stages of the production cycle meet the highest environmental standards.

Danish in character, global in scope, TAKT has developed a digital value chain that enables it to sidestep the intermediary stages of conventional furniture brands, allowing it to maintain a uniquely appealing balance of cost, craft and carbon reduction.

taktcph.com

@taktcph

Malene Bach

Born in Denmark in 1967, Malene Bach is a Copenhagen-based visual artist who uses colour as means to explore perception. Experimenting across mediums and scales, her work moves fluidly between art and architecture, often through site-specific interventions that respond to material, spatial and architectonic qualities and local contexts. Malene has received a number of awards over her career and is a member of the Royal Academy of Fine Arts and the Danish Artists' Society. Her work is represented in public and private collections in Denmark, and has been showcased at numerous international exhibitions and solo shows over the past three decades.

malenebach.dk

Pearson Lloyd

Founded in East London in 1997 by Luke Pearson and Tom Lloyd, the design office Pearson Lloyd works with manufacturers, brands and public bodies to identify and build products, spaces and services that respond to the challenges of the day and enhance our experience of the world. Their philosophy of 'Making Design Work' emphasises the studio's passion for the act of making functional, beautiful and efficient solutions that serve equally the needs of their clients, their users and society.

pearsonlloyd.com

[instagram.com/pearsonlloyd](https://www.instagram.com/pearsonlloyd)