MAT CHAIR COLLECTION

normann
COPENHAGEN

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With innovation and circularity at its core, Mat is an exploration of how to create a contemporary shell chair with materials that have a lower environmental impact than the industry norm. Designed by Danish design studio Foersom & Hiort-Lorenzen, this new chair design is the result of years of research and development.
The shell of the Mat Chair is innovatively crafted using hemp and eelgrass, a type of seaweed. The materials constitute the very essence of the design. Not only do the materials provide a more responsible product, they also play a key role in the aesthetic of the design, highlighting the natural beauty and tactility of the materials. With circularity and responsibility at its core, the Mat collection is designed for disassembly and recycling, ensuring that the components of the Mat Chair can be recycled into new productions for a fully circular life cycle.

AN UNPRECEDENTED, INNOVATIVE PRODUCTION TECHNIQUE

For years, the furniture industry has seen numerous iterations of the same type of chair: the plastic shell chair. In the late 1990's, renowned Danish designer Peter Hiort-Lorenzen, of design studio Foersom & Hiort-Lorenzen, embarked on what would be a decades-long mission to create a more sustainable alternative to the plastic shell chair. Pioneering these production techniques required extensive research, development, and testing, given the absence of prior knowledge or precedent.

The result is Mat, a conventional chair design with an unprecedented approach to materials. Using a minimalistic, ever relevant silhouette with a focus on ergonomic comfort, the collection encompasses numerous variations of dining chairs and barstools.

HARNESSING THE POWER OF HEMP AND EELGRASS

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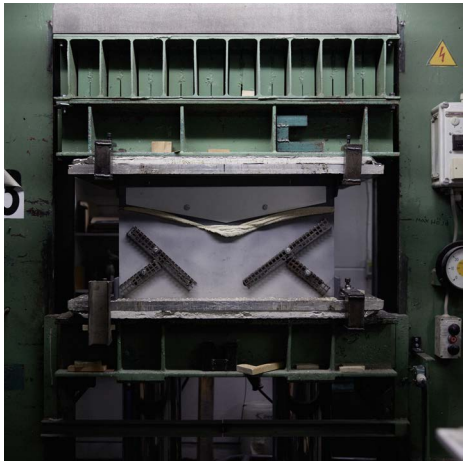
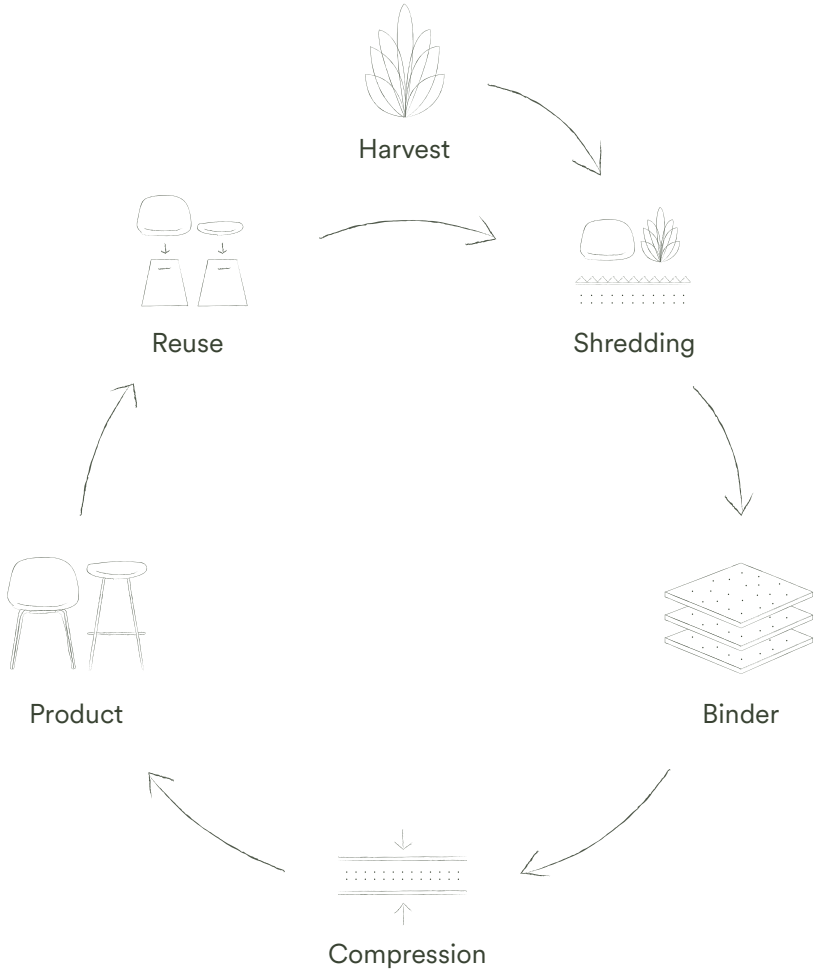
Hemp
Hemp, a rapidly renewable resource, has been used for thousands of years, particularly favorized for its resilience, durability and versatility. It is widely recognized for its eco-friendly attributes, requiring minimal water and zero pesticides or fertilizers. It absorbs carbon dioxide, making it a tool for carbon sequestration, resulting in a reduced CO2 footprint when used for products.

Eelgrass
Due to its immense strength and the added benefit of CO2 absorption, eelgrass, a type of seaweed, is highly durable and has a lower environmental impact compared to other materials. Eelgrass plays an extremely important role in the underwater ecosystem, so instead of removing it from its natural habitat, the eelgrass that naturally washes ashore along the coasts of Denmark is collected and dried.

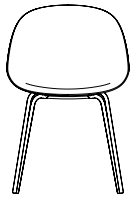




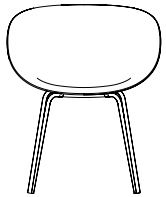
DESIGNED FOR CIRCULARITY

The name Mat is a reference to the material innovation at the core of the design. Rooted in the principles of reduce, re-use, and recycle, the Mat collection aims to revolutionize conventional furniture production through minimizing the chair's environmental impact, repurposing production waste, and facilitating recycling at the end of its life. Designed for disassembly and recycling, the components of the Mat Chair can be recycled into new productions for a fully circular life cycle.

COLLECTION OVERVIEW

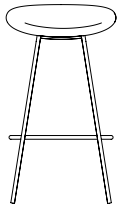


Mat Chair
H: 79 x W: 51.6 x D: 53 x SH: 45 cm

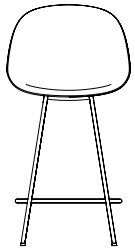


Mat Armchair
H: 79 x W: 64 x D: 55 x SH: 45 cm

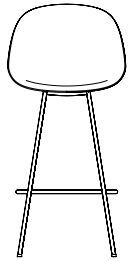
Mat Barstool 65 cm
H: 75 x W: 47 x D: 46.3 x SH: 65 cm



Mat Barstool 75 cm
H: 110 x W: 51.6 x D: 53 x SH: 75 cm



Mat Bar Chair 65 cm
H: 101 x W: 51.6 x D: 55 x SH: 65 cm



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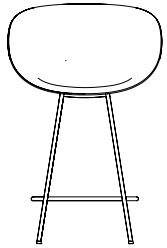

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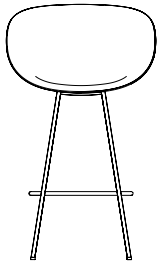


Mat Bar Armchair 75 cm
H: 110 x W: 64 x D: 55 x SH: 75 cm

COLLECTION OVERVIEW

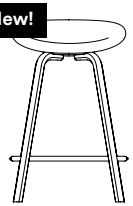
New!

Mat Chair Wood
H: 79 x W: 51.6 x D: 53 x SH: 45 cm

New!

Mat Armchair Wood
H: 79 x W: 64 x D: 55 x SH: 45 cm

New!



Mat Barstool 65 cm Wood
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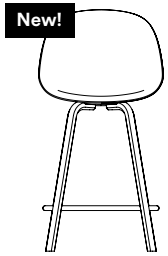

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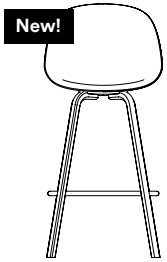

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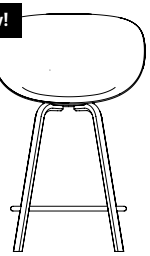

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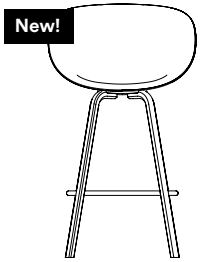

Mat Bar Armchair 75 cm Wood
H: 110 x W: 64 x D: 55 x SH: 75 cm

PRODUCT FACTS

Description
Referencing the material innovation at the core of the design, Mat, short for materials, is a chair design crafted from the highly renewable, durable materials of hemp and eelgrass, a type of seaweed. The collection encompasses dining chairs, armchairs and several bar seating variants all of which come in two versions of hemp or hemp with added eelgrass. All variants are available with full or front upholstery in numerous options.

Designer / Year Of Design
Foersom & Hiort-Lorenzen, 2024

Material
Hemp shell: Hemp fibers
Seaweed shell: Hemp fibers, eelgrass (seaweed)
Legs: Powder coated steel or FSC™ certified (FSC-C163461) beech plywood and beech plywood from other controlled sources.

Construction
Mat Chair collection comprises a hemp shell crafted in a uniquely developed compression process. The base for Mat Chair is crafted from FSC™ certified (FSC-C163461) beech plywood and beech plywood from other controlled sources, or powder coated steel in two color options of Cream or Black. The bar versions with a wooden base feature a footrest ring in powder-coated steel for added comfort and stability. The shell is crafted using a unique blend of 75% hemp fibers, while the remaining 25% constitute a specially developed, recyclable bico binder. The Seaweed variant comprises 69% hemp fibers, 6% eelgrass (seaweed) and 25% binder. If returned to Normann Copenhagen at the end of their life, both shell and base can be recycled.

Maintenance
Clean with damp cloth.

Accessories
Comes with PA glides. Felt glides can be purchased separately.
See Glides Overview.

Test
Mat Chair steel
EN 1022:2005 and EN 16139:2013. Level 2

MATERIAL OPTIONS

Shell

Hemp

Seaweed

Steel legs

Cream

Black

Wood legs

Beech

Beech/Cream

Beech/Black

Upholstery (all available in all colors)

Camira: Oceanic, Aquarius, Synergy, Main Line Flax and Yoredale.
Kvadrat: Technicolour, Remix, Canvas, Re-Wool, Steelcut Trio, Divina Melange, Fiord, Hallingdal, Sahco Zero, Vidar, Sahco Moss, Serpentine, Sahco Baru & Sahco Elle.
JAB: City Velvet.
Sørensen Leather: Ultra.

The listed upholstery options come in a wide range of colors. See our Material Guide for color references.

Contact

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