

# Lobay-chair

design Jouni Leino



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2018

## BROCAPE

When Peter met Andy in 2016 as a business partner, they found both families like reading with their kids, and the kids love reading with parents every day. Most of the time they read on the bed, floor or sofa. They noticed that it is difficult to find a specific reading chair for this kind of purpose – reading aloud to a child. Soon Peter and Andy planned to design it, both of them having their background in furniture industry. Andy is the owner of a textile factory Offitex that has a patent of 3d knitted mesh cover and PD experiences with some well-known furniture companies in China like Haworth, Vitra and Sunon etc.

So finally, they decided to use 3D mesh cover for this reading chair because of the unique elasticity the material has. The project started in August 2017 and was named “PK project” meaning “Parents and Kids”. The designer Jouni Leino from Helsinki Finland was asked to join the team. He and Peter knew each other by their professional history. Jouni created the concept for the chair and the stool with steel tube construction and mesh cover. The main idea was also to pack the chair flat. When the first prototype of the chair (later named “Lobay”) came out in November 2017 both Andy and Peter thought there is a good commercial prospect with the chair and decided to create a furniture company which will focus on unique design of 3D knitted mesh chairs and accessories.

Brocape is from the word “brocade” which describes a kind of silk with special textures and patterns. The pronunciation of “brocape” in Chinese means “good fabric and good iron” which matches the chair very well. Brocape is so young but full of energy. Lobay was launched in September 2018 Shanghai Furniture Fair and received the China Furniture Product Innovation Award. In the autumn we started to work with the second model. The “Cloud” chair was launched in September 2019 Shanghai Furniture Fair and received the China Furniture Product Innovation Award as well.

(text Peter Cheng)



## LOBAY-CHAIR

The design of Lobay Chair is based on light and comfortable 3D knitted polyester backrest element being stretched over a knock-down steel tubular structure. 3D knitting is very eco-friendly due to low carbon emission and zero material waste. Lobay received the China Furniture Product Innovation Award in 2018 and SIT Award in 2020. The chair is available in various colours.





























