

# MAT CHAIR COLLECTION



**normann**  
C O P E N H A G E N

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## **MAT CHAIR COLLECTION**

With innovation and circularity at its core, Mat is an exploration of how to create a contemporary shell chair with more sustainable materials than the industry norm. Designed by Danish design studio Foersom & Hiort-Lorenzen and brought to life via a collaboration with Danish Technological Institute, this new chair design is the result of years of research and development.

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## 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

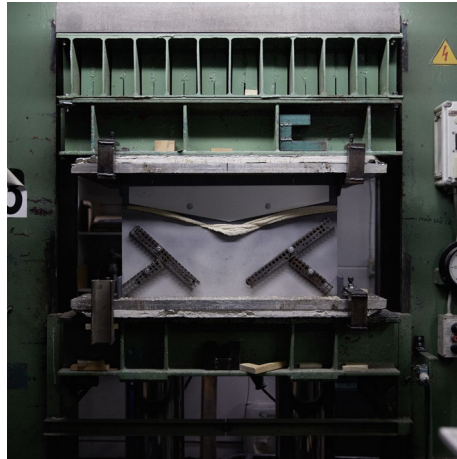
The shell of the Mat Chair is innovatively crafted using hemp and eelgrass, a type of seaweed. The materials constitute the very essence of the design. Not only do the materials provide a more responsible product, they also play a key role in the aesthetic of the design, highlighting the natural beauty and tactility of the materials.

### Hemp

Hemp, a rapidly renewable resource, has been used for thousands of years, particularly favored 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.



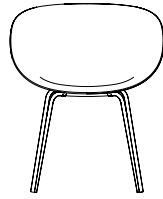


## COLLECTION OVERVIEW



**Mat Chair**

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



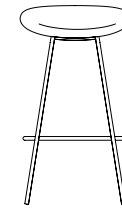
**Mat Armchair**

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



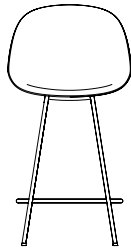
**Mat Barstool 65 cm**

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



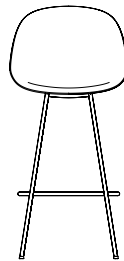
**Mat Barstool 75 cm**

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



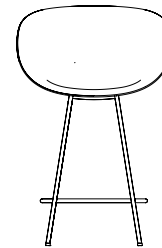
**Mat Bar Chair 65 cm**

H: 101 x W: 51.6 x D: 55 x SH: 65 cm



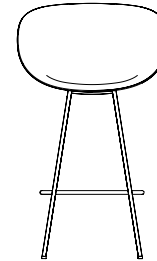
**Mat Bar Chair 75 cm**

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



**Mat Bar Armchair 65 cm**

H: 100 x W: 64 x D: 55 x SH: 65 cm



**Mat Bar Armchair 75 cm**

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

### Construction

Mat Chair collection comprises a hemp shell crafted in a uniquely developed compression process and mounted to powder coated steel legs. 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



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## MATERIAL OPTIONS



### Shell



Hemp



Seaweed

### Steel legs



Cream



Black

### Upholstery (all available in all colors)

**Camira:** Synergy, Main Line Flax, Aquarius, Oceanic and Yoredale

**Kvadrat:** Remix 3, Canvas, Steelcut Trio, Hallingdal, Divina, Divina MD, Divina melange, Fiord, Vidar, Sahco Elle, Sahco Zero

**Sørensen Leather:** Ultra

**JAB:** City Velvet

The listed upholstery options come in a wide range of colors. See our [Material Guide](#) for color references.

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