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Moca
Developed by Vitra in Switzerland
Design: Jasper Morrison, 2020

Together with Vitra, Jasper Morrison has come up with a design in the tradition of robust tubular steel chairs. Thanks to the Briton's 'super normal' approach to product development, Moca makes a simple understated addition to any setting.

'Thinking of smaller cafés and bars, I realised that this typology of a plywood and tubular steel chair, originally from the '50s and '60s, created the right kind of atmosphere. Most of the ones you see still in use have also aged very well. So the goal of the project was to design a new chair with better ergonomics and the possibility of stacking. Though it might also fit well at home, we named it Moca in recognition of its probable role in sitting down and drinking coffee.' Jasper Morrison

Moca is nothing new and revolutionary, but unites the accumulated knowledge of an experienced designer with Vitra's manufacturing expertise – and also has such an unassuming appearance that it seems to have always existed. The combination of these aesthetic features with particularly durable, high-quality materials ensures an unusually long product lifespan.

The base of Moca is constructed with two arcs of steel tubing – one forming the front legs and backrest support, the other constituting the back legs. Two veneered plywood shells are mounted on the base elements to create a comfortable, anatomically shaped seat and backrest. The clever design of the stacking protector attached between the seat and backrest provides optimal protection for the veneer surface.

Moca's seat shells come in natural or dark oak veneer, and the base is available in a chrome-plated version or with a highly robust, powder-coated matt enamel finish.

Moca meets all of the standard norms and is therefore suited for use not only in private settings, but also in restaurants and other public spaces.

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