

BUTT

Est^d



Versatile, comfortable and economical, this stackable plastic stool is a hard-working piece of furniture. The Butt stool's ergonomic top borrows its form from a generic tractor

seat. Within this are drilled three holes (reminiscent of those found in bowling balls) with which to lift the piece. A more lateral piece of design is hard to find.

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Design 2010

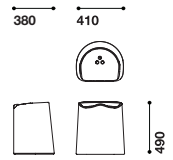
Description Stool

Dimensions H490mm x L410mm x D380mm

Notes Suitable for outdoor use, polypropylene includes UV stabilisers for minimal fading, further colours available for qty's above 12 sets of two

Materials Polypropylene

Colours Black, white, bright blue, navy blue, green, red, orange, yellow



Est^d

Est^d by Established & Sons is an exciting own-label collection of purposeful furniture and accessories designed to create a moment in one's day, which enlightens it. The collection, which pioneers a unique way of working with designers, launched during the 2010 Salone Internazionale del Mobile in Milan. 2011 saw an exciting extension of the Est^d by Established & Sons Collection, comprising of pieces including Cuboid, and Pour. The designers are briefed to design a product that represents the value of

Established & Sons' position in the design industry, focusing on values that characterise the Est^d by Established & Sons Collection namely design integrity, economy, materiality and purposefulness rather than their own style or aesthetic. The high level of anonymity of the design process has allowed the designers to work towards a direction that they would not necessarily usually have the freedom to explore. Consequently the individual designs derive their value not from the reputation or the

celebrity of the designer but through the articulation of the Established & Sons truthful commitment to excellent and accomplished industrial design. The pieces are intended to be individual designs but form a shape and colour palette that are repeated through the collection adding to the aesthetic. The Est^d by Established & Sons Collection is purposefully independent of the Established & Sons Principal Collection, with its own branding and separate identity. Established & Sons approached

the consumer's day and have aspired to create moments within their routine that will highlight and enlighten a habitual action. All designs have an intrinsic point of difference, whether it is the colourway, the material used or the unique manufacturing process and all contribute to high-end quality. The rigorous design decisions are made in-house. Consequently the diversity of the collection is key, as the edited designs are to act as punctuations in your day.