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softply   by
                           adam goodrum

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softply

by adam goodrum, 2021

Playfully paradoxical, Softply is a seating collection that pushes the boundaries of materiality. Typically a rigid material, plywood is press-moulded into a unique 3-directional curve to create a distinctive backrest that cascades elegantly over a stainless-steel frame and doubles as an integrated sweeping armrest. Softply's curved back is informed by geometry to create an ergonomically supportive chair that promotes a relaxed comfort. It's 360-degree design considers every viewpoint, particularly the back from which chairs and stools are most commonly viewed. The Softply collection comprises a stackable chair and both bar and counter height stools in a selection of finishes.
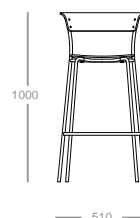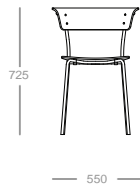

variations & dimensions

soft ply

Timber Finishes: Oak, Black Stained Oak, Walnut
Frame Finishes: Black Powdercoat

Dimensions:
· *Soft Ply Dining Chair:* 550W X 725H X 520D
· *Soft Ply Stool 650H:* 510W X 910H X 540D
· *Soft Ply Stool 750H:* 510W X 1000H X 510D

adam goodrum

A firm believer that every environment is defined by the objects within it, Adam Goodrum designs with the philosophy that an object must therefore justify its existence – through its story and detailing. For this reason, his designs celebrate process and craftsmanship, and accentuate components and joinery to create functional pieces with spirit and personality.

In recent years, Goodrum's work has been awarded a host of design accolades including the NGV Rigg Prize, Vogue x Alessi Design Prize, Indesign Luminary Award and the Idea Awards Editor's Medal. He has also been commissioned to design pieces for several global luxury brands including Veuve Clicquot, Alessi and Cappellini.

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