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**FollowMe: The chair that adjusts without adjusting**

LD Seating has launched the revolutionary FollowMe chair, designed by renowned German designer Andreas Krob. The innovative frameless design inspired by honeycombs provides the user with support with every movement. The chair, which LD Seating has now included in its permanent product range, was already a success at last year's Orgatec international trade fair.

Andreas Krob, who has won numerous international design awards, focused on an innovative type of backrest that allows for maximum flexibility without any need to adjust the chair: "On conventional office chairs, you always have the option of moving backwards and forwards. We wanted the backrest to provide additional movement and full extension to the cervical spine, so there is no rigid shell inside the chair, no frame. It's a completely new design that follows your every move. The chair becomes part of your body", says its creator, Andreas Krob, about the chair.

The design team took inspiration from nature and came up with a completely new approach to the design structure based on the structure of the honeycomb. Different sized honeycombs allow different degrees of freedom of movement. Each individual honeycomb twists in some way when loaded, resulting in a chair with perfect flexibility. You can lean, turn, stretch or recline, .... the backrest will follow you in everything you do, creating the necessary support in every movement.

The production possibilities of this design were a major technological challenge and required close collaboration with the chair manufacturer itself and the backrest supplier, a highly specialised German company. The choice of a suitable material was also important, i.e., one that would be both durable and flexible. The result is a combination of traditional polypropylene with fibreglass, which makes the structure stronger and more dynamic.

Another unique feature of the FollowMe chair is the ergonomic shape of the seat with a slightly raised seat cushion that helps the spine maintain an axis shape when sitting, even without lumbar support or focused attention. When sitting on a flat surface, the pelvis tilts backwards. The spine deforms from its axis shape to a simple curve and the intervertebral discs are unevenly loaded as a result, leading to back pain. The support on the edge of the FollowMe chair seat prevents this backward tilting of the pelvis, thus sparing the lumbar spine and preventing back hunching. The shape of the seat cushion thus naturally guides the user to sit upright.

The minimalist design of the chair reflects its use and modern trends in luxury executive seating. The black mesh on the back of the backrest reveals the technology and lets the user see inside the design. The front of the armrest can be upholstered in a special grey or black knitted fabric with red stitching or fabric with stitching. The quilted seat of the chair is upholstered in fabric. The manufacturer gives a choice of two types of armrests – fixed aluminium and adjustable plastic. The chair cross can be chosen in polished aluminium or black nylon.

**More information:**

<https://ldseating.com/en/node/233768>

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**Media kit:**

<http://u.pc.cd/VQ1>

**Andreas Krob**

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