

# CERES™ Seating

## Designer Story

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WOLFGANG DEISIG

HON



## WOLFGANG DEISIG

Designer of Ceres



To industrial designer Wolfgang Deisig, the most personal—and most important—object in the office is the work chair.

“A chair should be like a comfortable jacket,” Deisig said. “You slip into it and it feels good.”

Since 1971, when he founded Deisig Design Studio, the Berlin-based designer has focused much of his time and talent designing chairs that welcome the people who use them. And, in the process of building those “comfortable jackets,” he’s built something else: a reputation as a world-class innovator.

Most recently, Deisig teamed up with The HON Company to bring another breakthrough product to market—Ceres seating. “Ceres takes a step further than existing chair designs,” he said. “It’s the essence of all the research we did in developing it.”

When Deisig Design began the development of Ceres, the design team didn’t have a specific chair in mind. “When we’re thinking about a new chair, we don’t think about the chair as a physical object. We think about the human body and how we can support it. We think about what happens when people sit in an office all day long.

“We did know, through research, that office workers need back support—total, continuous back support in both the lower lumbar and upper thorax regions—and that they weren’t getting it from existing design concepts. So we created our own concept.”

Through 2-D working models, 3-D computer renderings, and physical prototypes, Deisig Design created the motion that ultimately led to a new theory about how workplace seating can deliver total back support.

Deisig shared his findings with physicians. “There was a very positive response,” he recalled. “They really challenged us to continue, to go further.”

And they did go further, developing a kinesthetic design that moves naturally with the human body and keeps the user registered in the chair throughout the full range of motion. “By aligning the pivot points of the pelvic area and the hips,” Deisig explained, “Ceres is the first chair that promises total back support and actually does what it says.” The coordinating Ceres multi-purpose chair features a perfectly placed pivot point that allows the backrest to flex 10 to 12 degrees, translating Deisig’s kinesthetic design concept to seating for training rooms, reception areas, and more.

Deisig Design also worked with HON to develop simple, intuitive adjustments to make it easy for users to personalize the fit of their Ceres work chair. “The only controls people need are integrated into the shape of the seat,” he said. “There are no levers sticking out—just easy-to-reach controls.”

It all results in what Deisig calls “honest design.”

“This is not the pursuit of another piece of art,” Deisig said. “So many chairs are simply art. They solve nothing.”

With Ceres, Deisig proves that honest, problem-solving design can also be beautiful. “Ceres is a very graceful, very elegant chair,” he said. “While you need a driver’s license to operate some chairs, Ceres is simple and easy to adjust. It reflects and follows and supports human motion. It was not styled. It was designed.”

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### ABOUT DEISIG DESIGN

Founded in 1971 by award-winning designer Wolfgang Deisig, Deisig Design is an industrial design studio based in Berlin, Germany. Prior to founding his own studio, Deisig studied design with the noted Swiss-German industrial designer Luigi Colani. Deisig is known for his innovative work in the fields of office furniture (particularly office seating), residential furniture, bathroom products and fixtures, and tableware and china. Deisig has received major design awards in Germany, France, Japan, and the United States, and his work has been published worldwide.

### ABOUT THE HON COMPANY

Inspired by practicality and invested in understanding the needs of its customers, The HON Company strives to establish meaningful connections resulting in product solutions and customer support that exceed market demands. As a leading designer and manufacturer of workplace furniture including chairs, storage, panel systems, tables and desks, HON’s commitment to serving its customers is rooted in reliable performance and a member culture that is approachable, confident, smart and ready to serve. Headquartered in Muscatine, Iowa, The HON Company has numerous manufacturing facilities strategically located throughout the United States, and markets its products through a nationwide network of loyal dealers and retailers. The HON Company is an operating company of HNI Corporation (formerly HON INDUSTRIES). For more information, visit [hon.com](http://hon.com).

# HON

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