memo

Chroma
Collection

Chroma is an ensemble of Lounge Seating, Tables, and Ottomans, offered in a variety styles and sizes. The collection is specifiable in a diverse palette that ranges from quiet neutrals to nature-inspired bold colors.

Product Story
Reflecting Finnish designer Harri Koskinen's friendly demeaner and modern tendencies, Chroma blends a strict formal approach with soft welcoming details and graphical forms. The result is a universal expression that compels users through its compositional clarity, playful palette, and inviting open gesture.

Designer Story
Harri Koskinen strives to create pure and natural forms that convey their function in an essential yet friendly manner. These sensibilities have gained him international recognition from the early days of his career and his well-known Block Lamp, to his present-day work with global brands such as Iitala, Muji, and Artek. With a practice based out of Helsinki, his work uniquely embodies the cultural character of his native Finland. At the same time, he participates in defining the contemporary identity of Finnish Design. Harri believes in good dialog and true companionship with his clients, and for this reason his company is named Friends of Industry.

Modern and Welcoming
Chroma provides a modern look while also conveying a friendly and inviting tone. This is achieved through pure shapes expressed with curves and soft large radii, that together welcome the user.

Compositional simplicity
Chroma's monolithic seat and continuous linear frame achieve a compositional simplicity that evokes a sense of clarity and calm.

Material Intelligence
Koskinen's use of wide diameter tube delivers substantial structure in a lightweight-and efficient material, providing for lasting performance and ease of mobility in commercial settings.

Apparent Details
With unadorned elements reduced to their essential forms, every aspect of Chroma is a thoughtfully considered detail. From the tube radii, to the stitching, to the mounting points, all details of Chroma are integral to the design and apparent to the user.

A canvas for color.
Chroma's pure shapes and geometries allow for graphical color stories that can highlight a space and enhance the human experience.