

flux®  
FLEXIBLE  
DESIGN

flux chair





### A short history of flexible design

Over the course of history, from the age of the Egyptians up to that of Napoleon, a folding chair has always been seen as an object of status and beauty. In recent times this focus has shifted. This is a pity; especially in today's world the concept of folding has so much to offer!

A folding chair not only saves valuable floor space and makes moving a breeze, more importantly it allows you to sit down wherever you like. The beach, the park, you name it! Add to that the fact that it's easy to send by mail, and thus drastically reducing CO2 emissions when transported efficiently in bulk, and you can see why in a modern world foldable furniture is as relevant as it ever was.

Keeping this in mind and being inspired by folded paper sculptures, I folded a tiny, elegant, paper scale model of a chair. Even though it was just a simple cut-out from a single sheet of paper, it was surprisingly strong. And even better: it didn't look like anything I'd ever seen before!

Early 2009, I and fellow industrial designer Tom Schouten founded our company. We called it Flux, referring to change and the words flexible and luxury. Since then, we have put all our energy into turning this small paper model into our first fully-fledged flexible design: the Flux Chair.

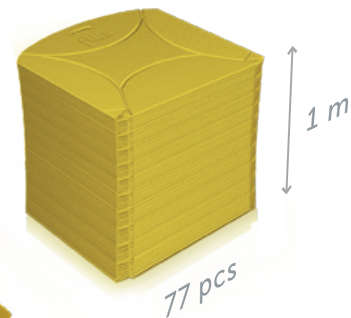
Our goal is to create a new generation of furniture and associated living items; so stay tuned for more flexible designs from Flux!

Douwe Jacobs  
Founder/Inventor of Flux



# flux chair

The flux chair takes furniture into the 21st century. It cleverly combines the practical advantages of foldable furniture with the looks of a classic design chair.



- PP
- 4,3 kg
- 160 kg
- outdoor proof
- designed to recycle
- made in Holland
- patent pending
- tested and certified

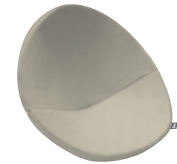




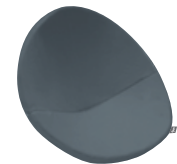
Combine colours and increase comfort; the flux cushions fit neatly into the shell.



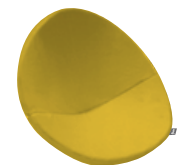
pure white



pebble grey



anthracite grey

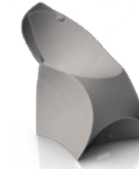


lemon lime

# cushions



pure white



pebble grey



anthracite grey



jet black



ice blue



lemon lime



bright orange



classic red

# colours



The flux chair wall mount lets you store up to six chairs flat against the wall.

Pull the strap to easily flatten the chairs after use.



# Wall mount

# flux chair

flux chair ..... € 129  
consumer price

## available colours

- pure white  
item no. FCH0001
- bright orange  
item no. FCH0005
- pebble grey  
item no. FCH0002
- classic red  
item no. FCH0006
- anthracite grey  
item no. FCH0003
- lemon lime  
item no. FCH0007
- jet black  
item no. FCH0004
- ice blue  
item no. FCH0008



# cushion

flux chair cushion ..... € 39  
consumer price

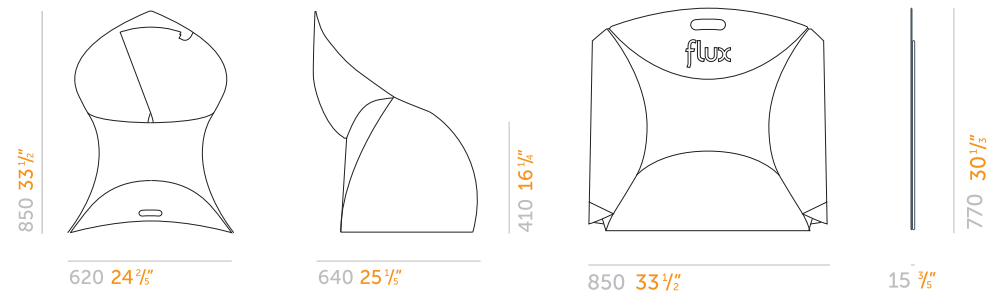
## available colours

- pure white  
item no. FCC0001
- pebble grey  
item no. FCC0003
- anthracite grey  
item no. FCC0002
- lemon lime  
item no. FCC0004

# wall mount

flux chair wallmount ..... € 49  
consumer price

item no.  
FCW0001





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Awards

New Venture  
Philips Innovation Award

Flux is supported by:



Thanks & credits:

Photography: Remko Modderkolk | Swirl Studio, Styling: Inés Beeftink  
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