

Introducing the B1

Designed by Peter Brown for VS.

The first chair designed to open
your mind by opening your body.

What's good for the body is good for the mind.





No other chair flexes like the B1.

Using double cantilevers and the natural spring of bent steel, the chair shifts forward and leans back at the same time. This dual flexing action allows the B1 to respond to the body's natural movement. And when the body's moving, the mind's grooving.

Movement + Oxygen = Open Mind.

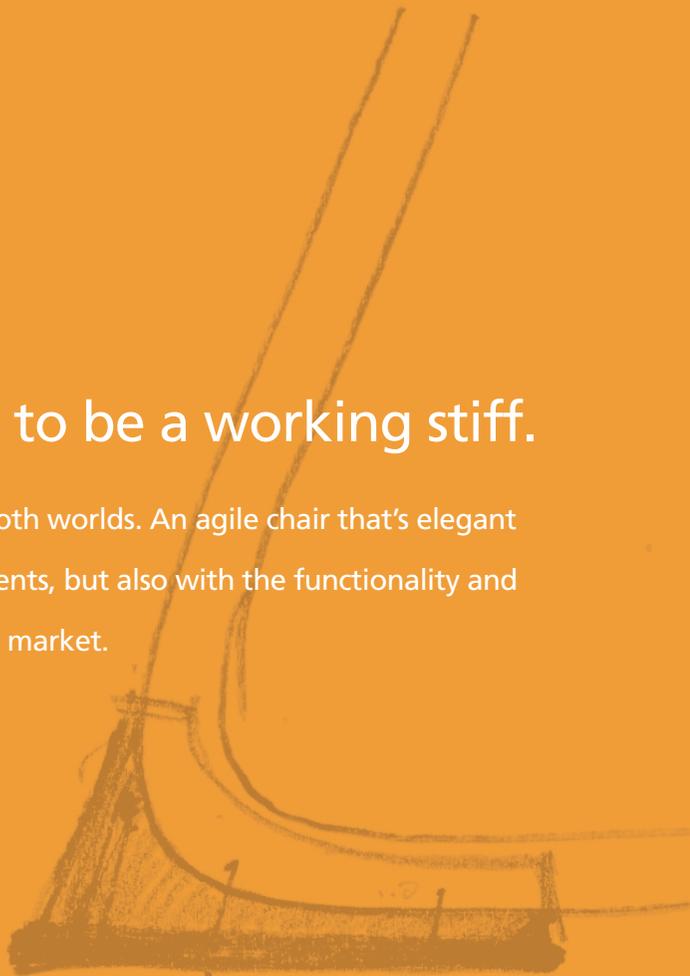


“Opening the torso and hips while sitting is healthy, active movement that enhances brain performance. The B1 does this like no other chair.”

Dr. Dieter Breithecker, Health and Kinetic Scientist

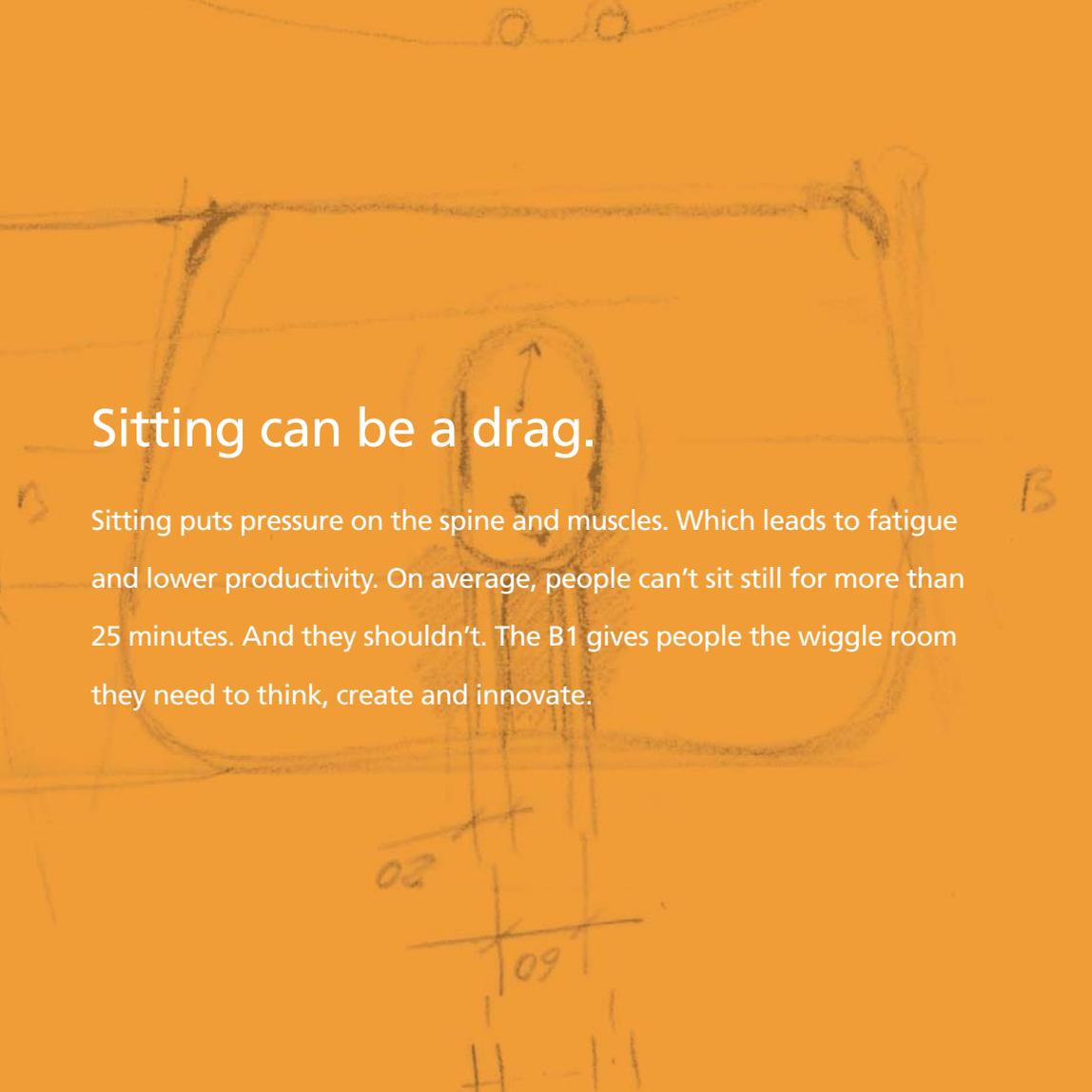
Nobody wants to be a working stiff.

The B1 is truly the best of both worlds. An agile chair that's elegant enough for work environments, but also with the functionality and durability for the education market.



Designed in America.





Sitting can be a drag.

Sitting puts pressure on the spine and muscles. Which leads to fatigue and lower productivity. On average, people can't sit still for more than 25 minutes. And they shouldn't. The B1 gives people the wiggle room they need to think, create and innovate.

Engineered in Germany.



Designed with humans in mind.

“We started the B1 with an idea about being human. We set out to create a chair designed for comfort and productivity. A chair that moves with the body. Unlike any other chair, the B1’s double cantilever enables the body to shift forward and backward. That flexibility opens up the hips, torso, and the mind. A new shift in thinking? Absolutely.”

Peter Brown

Architect and Designer of the B1 Chair

Fluid lines.





Simple Idea:

Shift Forward.

Lean Back.

Open Up.

The B1. A new shift in thinking.



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