

Emma Seat

SA3001

A gesture of Egyptian hospitality that carries you with honour and comfort

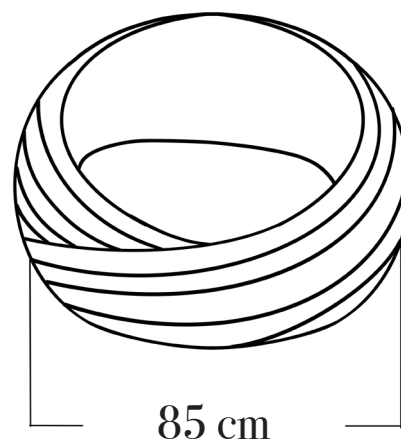
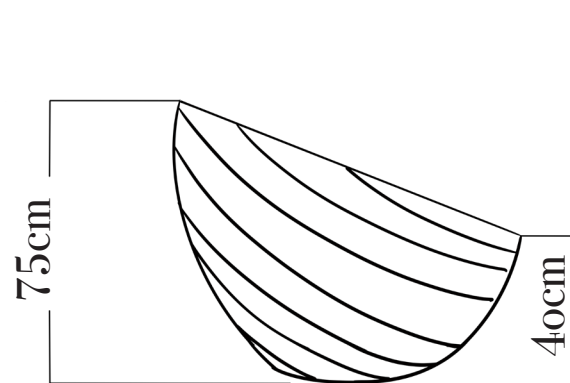


The Concept

Egyptians are known for their genuine hospitality - a warmth that comes straight from the heart. It's beautifully expressed in their saying: “If the ground cannot hold you, we'll lift you above our heads”.

This phrase inspired the concept behind the “Emma Seat”. The Emma, a traditional head wrap worn in many Egyptian regions, symbolises respect, generosity, and dignity.

The chair reinterprets this cultural symbol into a form that welcomes and embraces whoever sits upon it - just as the Egyptian spirit embraces guests with kindness and honour. The seat offers peace, comfort, and a feeling of being valued- as if carried, with care, “above the head”.



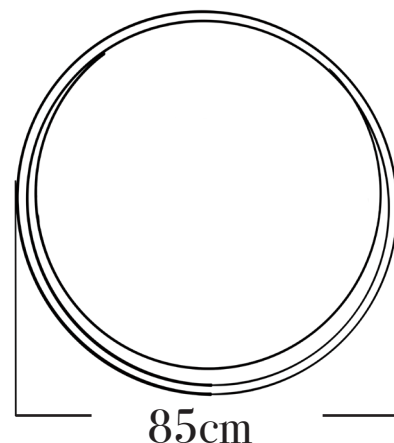
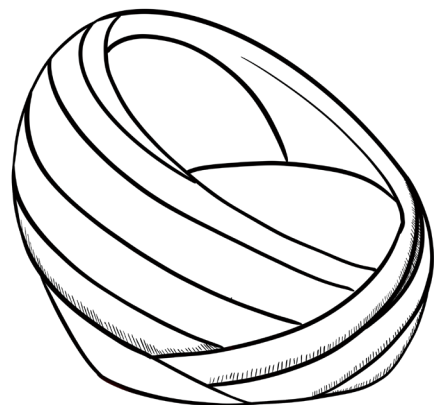
Material Selection

The external shell of the chair is made from treated natural linen, chosen for its organic texture that harmonises with the cultural essence and background of the design. The fabric's flexibility allows for smooth sculpting and the creation of the distinctive folds that define the chair's form.

In addition to its tactile and aesthetic qualities, linen stands out for its sustainability, being a renewable and biodegradable material that supports eco-conscious design values.

For the inner filling, treated cotton was selected to ensure maximum comfort and softness. Cotton's natural breathability, moisture absorption, and durability make it an ideal choice for seating, providing a pleasant tactile experience while maintaining long-term resilience.

Together, these natural materials embody the warmth, generosity, and comfort that inspired the chair's concept. A design that welcomes and embraces much like the cultural spirit behind it.



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People From Egypt



These are the Egyptians who inspired the chair's concept- people of simplicity, dignity, and kindness.

Their faces reflect **genuine hospitality** and their hearts embody the generosity of the land they belong to - **Egypt**, a soil so rich with **warmth** and **authenticity**.



Renders



This render captures the design study phase, showcasing the smooth, flowing form and the early exploration of how the linen strips elegantly wrap around the beech wood body- a stage dedicated to refining the chair's proportions and harmony

Implementation and Prototyping

The core structure was built from **beech wood**, chosen for its resilience and lasting strength. The form was then refined and prepared for the **upholstery** stage- where **woven linen strips** would later bring the chair's soul to life, giving it its unique and charming identity and character.

