

**CORPORATE CULTURE MAGAZINE #4**

ALIAS  
CAPPELLINI  
CASSINA  
MATER  
POLTRONA FRAU  
ADAM GOODRUM  
CECILIE MANZ

**Cult.**<sup>®</sup>

# IT MUST BE LOVE

How do you choose a favourite from a selection of the very best and most beautiful chairs ever created? It's as easy as falling in love, reveal a handful of prominent design professionals.

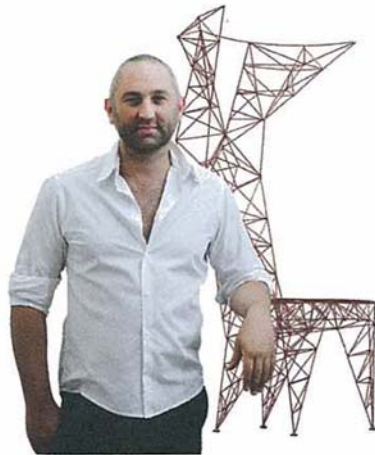
**GLENN MURCUTT,  
GLENN MURCUTT  
ARCHITECT**  
**'SERIES 7' CHAIR BY  
ARNE JACOBSEN FOR  
FRITZ HANSEN, 1955**

"I just think it's a remarkable piece of design. Not only can it be used in a formal or informal way, but also as a commercial or a residential item. I use it in my studio – where I sit in it sometimes for 12 hours a day. If you can sit in it for 12 hours a day then there's something right with the chair. This chair is absolutely of the day, of tomorrow and of the future."



**DANIEL STELLINI,  
DIRECTOR INTERIOR  
DESIGN, CARR**  
**'PYLON' CHAIR BY TOM  
DIXON FOR CAPPELLINI,  
1992**

"The simplicity of iron wire lacquered in natural aluminium forms a chair for one to sit along with sculpture for our spaces."



**KIRSTI SIMPSON,  
DIRECTOR, HASSELL**  
**'EGG' CHAIR BY ARNE  
JACOBSEN FOR  
FRITZ HANSEN, 1958**

"I have great admiration for designers who can successfully move from grand gesture projects to the human scale of objects and furniture. Arne Jacobsen was an architect with this wonderful ability. The 'Egg' chair is truly an icon... I have one in my home. It is the chair that I have spent the most time in cuddling my beautiful daughters. Magical symmetry. The 'Egg' chair elicits pure joy!"



**DAVID CLARK, EDITOR,  
VOGUE LIVING  
MAGAZINE**  
**'CH24 WISHBONE' CHAIR  
BY HANS J WEGNER,  
1950**

"I've always loved the 'Wishbone' chair. Beautiful materials and textures expressed so perfectly in the structure. It has always looked handsome around a dining table, but I especially like it in the darker timber with the black cord seat. Very elegant."

