



Cosm

Problem Insights

Studio 7.5 identified a gap in the landscape of office seating. Existing solutions aren't supporting users or organizations in some of the highly dynamic ways work gets done today. For example:

- Many companies have knowledge workers who spend their days going from meeting to meeting. When they are finally at their desks, they don't want to think about getting comfortable; they just want to sit down and "forget gravity".
- Some organizations have implemented "free-address" workplace strategies, in part or in whole. These individual work spaces are not dedicated to a single person; users are sitting in "our chair", not "my chair". These individuals don't have the motivation to learn how to fit this temporary work chair to their specific needs – even if they will be sitting there all day (or all week).
- There is a parallel situation for people who work at home, occasionally or permanently. This person's work could be focused and "heads down", more casual, or a little bit of both. Often home office users are sharing the office chair with others; when it is time to get to work, they just want to be comfortable.
- And lastly, due to the advances in technology as well as evolving work styles, teams are increasingly collaborating for hours at a time in shared spaces, often doing the very same tasks they also do individually at their desks.

In each of these scenarios, the users are frequently under-served by existing seating solutions. This deficiency manifests itself in two ways:

- Highly adjustable task chairs used in these spaces require the user to understand and actively tune the adjustments. Some users will instead leave these chairs 'as is', resulting in a lack of comfort and support.
- Non-adaptive seating solutions that do nothing to conform to the user do not provide adequate support or comfort.

It is clear users need a high-performing, yet simple, seating solution for the evolving landscapes of the Living Office and Consumer home office.

Cosm Name:

This chair is universal across the floorplate and for everybody. What's more universal than the Cosmos? Hence the name Cosm.



Cosm

Essence

Sit in Cosm, and you just might forget you're sitting in a chair at all. Its sophisticated ergonomic design instantly responds to your body, movement, and posture to provide natural balance and total support. No matter who sat in the chair before you, how long you'll be in it, or what you'll be doing, Cosm gives you a new experience of comfort – anywhere you work.

Key messages:

The Chair for You; A Chair for Everyone

With Cosm, it's about the experience. Cosm instantly responds to your body, movement, and posture, delivering a completely new comfort reference. And that comfort translates equally for any person and across the entire office (or home) landscape. Cosm feels balanced and consistent from person to person, no matter which chair you sit in, who sat in it before you, or where you choose to work.

Forget About Gravity

The Auto-Harmonic Tilt works in conjunction with Cosm's flexible frame and Intercept suspension material to create total comfort and support. The tilt instantly and automatically provides balanced support and movement, depending on your body and posture. The Intercept Suspension is breathable and temperature-neutral while the continuous form of the suspension conforms to each person's body. The user enjoys seating simplicity without sacrificing the signature experience they have come to know and love from Herman Miller. So, you can sit down, get to work, and forget about gravity.

Performance, Meet Beauty

Cosm's "Dipped in Color" option adds exceptional, saturated color to seating, including pushing the envelope on what is and is not "neutral". Dipped in Color simplifies and dematerializes the chair, turning it into a sculptural element. By using the same color from head to toe, the chair is no longer parts and pieces, it is one clean object. Studio 7.5 was inspired by Albert Einstein's belief that "everything should be as simple as possible, but not simpler". They worked diligently to design a chair as intuitive as possible - both in form and function. There is complex engineering required to provide an experience that looks and feels natural, intuitive, beautiful, and familiar.