



With its cable channel solution, Era offers a compact working environment by concealing technological details.



C

CROSS

Cross has a plain and geometric design. It is a timeless product with never aging style.





SÜHA SÜZEN

Industrial Designer

PLAIN AND GEOMETRIC STRUCTURE AND LONG-TERM USE

New approach in design enables us to make innovative products as well as reaching out to new audiences. We wanted Cross to be a simple, yet a different product. The basic geometry of its design makes it a timeless product that suits every space easily.

Designing office furniture is a little bit different than designing other products. You need to know your target users very well and think as one of them, so that the best and most practical solutions can be found.

Office furniture should become part of you, your decision-making processes, and a witness of your great steps and breakthroughs. Therefore objects should be indispensable and not to be changed frequently. We designed Cross by considering all these factors, so it is a timeless design to be used many years.