



# INTERVIEW

With Simon Legald

**normann**  
C O P E N H A G E N

# Interview with Simon Legald

**The Danish designer Simon Legald (b. 1986) is the designer of Form for Normann Copenhagen - a series of innovative tables and chairs. We have interviewed the designer about the design; his source of inspiration and whether he believes the Form series can become a new classic.**

## **What inspired you to design the Form series?**

*I always had the idea of making a chair one day that would stand alone as an integrated entirety; a chair where even the smallest details were taken into consideration. From a functional perspective you are limited in how you can design a chair. It must have legs, a seat and a backrest. For the design of Form, it was essential for me to work with the integration of the frame and shell in a new way, and therefore how I could solve this in the most elegant way. I have analysed hundreds of chair designs from different decades. I have looked at which aspects could be rethought and optimised. It started with an idea for a chair, but rather quickly developed into a range of furniture.*

## **You received top marks for your graduation project, 'Form', at The Royal Danish Academy of Fine Arts. Can you tell us more about that?**

*For my graduation project, I actually showed the version with the armrest. I had been working on drawings for the chair for several years, just prior to my graduation project. I decided that it should be the Form project and worked intensively on the design for six months. My original drawings of the shell have evolved a lot since the beginning. For example, the directions and lines of the curves are much more natural now. But the overall concept of the chair is the same.*

## **What is unique about the Form series in your opinion?**

*I have developed a new design principle for the assembly of the base and shell. It consists of 4 moulded plastic connectors. What is unique is that the chair can be adapted to different base types and still keep the same natural connection between the base and the shell. For example, swivel bases or bases in wood or steel are used without the connection being visible on the chair. Multiple bases can also be mounted on other designs of shell chairs, but if you look underneath most chairs, you can see that the holes made are for different base types. I think that's a shame, because for me great design lies in the details. Therefore, my goal was not only to design a chair, but also to anticipate and implement all possibilities for future frames.*

*An important detail is also the varied thickness of the material used in the shell. I have made a small curve at the top of the backrest, making the chair easier to pull out from under the table. I also like that the series contains both chairs and tables. It makes it possible to complete my vision of creating an integrated entirety. Although the Form chairs, Form barstool and Form tables are different, they share a common design DNA. I have, for example, used a similar principle to assemble the tabletop and legs as the one used for the chairs.*

*I worked on the project for a long time and the series is carefully thought out, which is reflected in the details. The end result is exactly how I pictured it. Meaning it holds a special place in my heart. The Form series has evolved from an idea of one chair, into a design concept that can be adapted to various frames, colours and therefore functions. Thus it is not only one chair, but also many chairs (and tables) in one.*

## **What does the concept 'form' for you?**

*To me, form is the essence of design. Form is the thing that makes it possible to recognise the product and what differentiates the product from other designs. Form is the first thing you see before you experience the function. Form is also where a designer can put his personal stamp on a piece of furniture or a product.*

## **There is a lot happening on the Danish design scene these days. What does Danish design mean to you and how is this reflected in the Form Series?**

*Danish design is characterised by minimalism, functionality and traditions. I don't think that much about the concept of "Danish design" when I begin a new project. But like most people, I am a reflection of my surroundings, so it's natural for me to explore my own history, thereby often including elements from the Danish design language in my designs. In this way, the Form series is also made with respect for Danish design and craft traditions.*