

# EVERY SUCCESS

*Sven von Boetticher's EVERYis1 chair for Interstuhl has become the brand's most popular chair in the UK market*

Words by Charlotte Taylor

**A**s the name implies, the EVERYis1 chair was created on the principle of bringing versatility, quality design and comfort to every one of its users. The unfussy swivel chair was designed for Interstuhl in 2013 by Sven von Boetticher and has since become its highest selling office chair in the UK.

I met up with Stuttgart-based von Boetticher on a recent trip to the UK for the launch of his new AIMis1 chair – another environmentally friendly modular range with a flexible appeal – by Interstuhl dealer Task Systems.

Speaking in Interstuhl's showroom in Clerkenwell, he admitted to me that “the Every was more or less our first typical task chair project”. Interstuhl had briefed him for a chair for a “younger, changing market” and an increasingly flexible modern work environment. The idea was “to push it in that direction but to keep the typical elements of the task chair”, von Boetticher explains.



**ABOVE** Von Boetticher believes in a collaborative approach

**LEFT** Bright colourways have extended the EVERYis1's flexibility

“It is universal and multicultural. Some of the other products are very German but we tried to find a fresher, younger and more international design language. And one of the keys to its success is that we tried to keep it simple in terms in all of the functions and all of the construction details.”

EVERYis1 adapts to each of its users, with the tension of the backrest adjusting automatically to different body weights. New colourways, and options to coordinate or mix different frame and mesh colours, have added even more flexibility to the design.

Von Boetticher studied industrial design at the Academy of Fine Arts in Stuttgart and formed his design studio, ID AID, in 2011. The multi-disciplinary practice now works across product, architecture, interior and industrial design. EVERYis1 may be a flagship Interstuhl chair but Von Boetticher and ID AID have created a range of prominent collections for the manufacturer, including the height-adjustable Up stool and the Buddy and Yoster conference chairs.

ID AID has also made a name for itself as a bold and sustainable studio. Von Boetticher tells me that the strength of the studio lies in its commitment to allowing lessons learned on one project can inform the next, even across different industries or areas of expertise.

“We don't have one these huge design teams where one project is handled by one team and another by the other teams,” he says. Regardless of the individual brief or discipline each project is always highly collaborative. ■

