

A woman with long, wavy red hair is shown in profile, looking upwards and to the right. She is wearing bright green sunglasses and a green, button-down shirt with a subtle pattern. Her right hand is resting on a large, dark grey fabric sample that is draped over a surface. The background is a light-colored wall with a wood-grain pattern.

**via**<sup>®</sup>  
SEATING

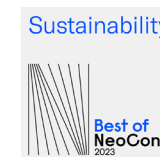
**Voom**<sup>™</sup>  
An Introduction



# Voom™

Designed by Jörg Bernauer

*Va va Voom!* The Voom™ series provides comfortable, private & versatile spaces made to focus and unwind. This four time award-winning design offers two back heights—a mid back and high back, both with distinct wing arms. Embodying great design, function and comfort, Voom™ also delivers a sustainable seating solution. The shells are made of up to 60% recycled, shredded, PET bottles & are themselves 100% recyclable.







## A Sustainable Shell

Voom™'s outer shell is made of nonwoven, light weight material with sound suppression technology. This form fleece is comprised of up to 60% salvaged, shredded, PET bottles. These flakes are melted at 280°C, placed in a high-pressure press and then cold cured into beautiful, consistent shapes that are also 100% recyclable.



## Advantages of Form Fleece:

- Minimal electrostatic charges
- Skin-friendly – Standard 100 by OEKO-TEX®
- Non-pilling
- Load-bearing
- Excellent light fastness to ISO standards
- High abrasion resistance







## Voom™ high back

This high back fits beautifully in commercial, hospitality and residential settings. Its wing headrest design acts as an attractive backdrop and a privacy screen with sound suppression technology. The armrests include luxurious arm pads for added comfort and elevated design. The comfortable and supportive upholstered seat and back cushions can be specified in a broad range of textiles. Select between a matte black 4-leg base with motion-lounge options including return-to-center.



**reddot** winner 2022  
office design

See "WOOOM"

Sound Suppression  
Technology





# Work Anywhere

## Arm Tablet with Generous Work Surface

The high back offers an optional arm tablet with generous work surface. Its tablet can be rotated left and right opening up its range of use. Shift it out of the way to easily get in and out of the chair. Pull it toward you when sitting down to work on a laptop. Set it off to the side to rest your coffee or cell down on it.

The optional arm tablet is available in a sleek matte black finish.







## Voom™ mid back

The compact conference & lounge chair is customizable to fit across a multitude of spaces. This armchair creates a pleasant atmosphere in collaborative areas, as a free-standing piece or in conference and meeting rooms. Its timeless design is lead by the dimensionally stable, lightweight, compression molded form fleece comprised of up to 60% recycled PET bottles. Select between 4 base options and optional motion-lounge experiences including rock, swivel & sway. Upholstered the seat in a variety of fabrics, vinyls or leathers. The signature form fleece is easy to clean and 100% recyclable.



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# Options

## Models

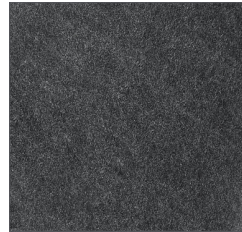


**High back #258**  
Lounge chair with upholstered wing arms & headrest



**Mid back #275**  
Lounge or conference chair with wing arms

## Form Fleece



**F1**  
Charcoal grey form fleece

## Arm Tablet



**7TABB**  
Optional black arm tablet

## Bases



**33BLK**  
Matte black 4-leg fixed metal base



**33POL**  
Polished 4-leg fixed metal base



**18BB**  
Matte black 5-star swivel base (mid back only)



**6BEE**  
Beech 4-leg wood base (mid back only)



**6BLK**  
Matte black 4-leg wood base (mid back only)







## Design

Jörg Bernauer was born in Konstanz and studied at the State Academy of Fine Arts in Stuttgart during the 90s under Prof. Richard Sapper and Prof. Klaus Lehmann. Immediately after university he worked as an independent designer for various customers in the field of industrial and furniture design. His designs for household furniture and lighting have won various Red Dot Design, IF Design & Good Design awards.

Bernauer's approach to the development of innovative products as part of a design team involves designing from the inside out, as well as understanding the materials and their processing right from the outset, with attention focusing on the user in the design phase.



Notice of Origin: The Voom™ chairs have been assembled in the U.S. by VIA SEATING with certain components sourced by Klöber GmbH, Germany. The Voom™ chairs are designed by Jörg Bernauer.

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