

look

book

2020-2021



  
**via**<sup>®</sup>  
SEATING

great things happen in a chair

A great novel, the motherboard for the first PC, the signing of the Magna Carta: great things happen in a chair. Via takes seating seriously with a suite of thoughtfully designed solutions for today's evolving workspaces - in office and home office. Wherever the next great idea is, Via Seating is there.







discover new

chairs

all mesh chair  
**Onda**

Feel the sublime comfort of Onda—Italian for “Wave”—Via Seating’s award-winning, first all mesh chair. Designed for beauty and engineered for lasting support. Select from 6 colors of flocked mesh including biocidal copper-infused mesh, all encased in a gorgeous black or light grey frame.

Art inspired by WPAP,  
Wedha Abdul Rashid.







# make it personal

The perfect balance between form and function. When one favors ergonomic function and adjustability the design of the chair tends to take a back seat. The converse is also true when aesthetic considerations take the fore front, then the ergonomic function and adjustability become less important. Onda supports both ergonomic and design philosophies and holds both in perfect harmony without any compromise. Discover instantaneous comfort personalized to the way you sit. This is the experience with Via Seating's award-winning, first all mesh chair. Onda offers the choice between a body balance or quick adjust advanced synchro control.

Designed by Studio V.









task chair upgrade

## Genie Flex<sup>®</sup>

The award-winning Genie<sup>®</sup> series gets another upgrade with newest addition, Genie Flex<sup>®</sup>. Engage, connect and create a memorable experience with this new back. It creates a flex feeling that supports, gently gives and intuitively encourages your body into movement. Offered in six comfort foam seats.

Artwork inspired by  
Banksy.





# feeling flex

Genie Flex® uses a robust Thermoplastic Polyurethane (TPU) material that is remarkable. It is the same material found in athletic running shoes and is also used as a rubber replacement in engineering seals for heavy duty industrial applications. Visualizing its use here in a chair, you experience exceptional support and comfort with 4-way stretch in the material. It is abrasion/scratch resistant, grease and oil stain resistant and is bleach cleanable. Sustainability wise it is 100% chlorine and PVC free and 100% recyclable!

Note: Genie Flex® is warranted for 12 years 24/7 i.e. all components, including foam seat, including TPU material.

Design by Henner Jahns & Studio V.







newest lounge chair

## Muir

This modern sling chair is composed of hand-crafted, ultra-comfortable cushions supported by solid steel framework. Select from multiple fabrics, vinyls or leathers. The frame is available in powder-coated matte black or silver.

Artwork inspired by  
Romero Britto.







cushioned comfort  
nestled within the  
lineal frame







# more with Muir

Consider your desired pose when reviewing a piece of art. You want to feel undisturbed in your reflection and focused on the object of your gaze. Having something comfortable but not puffed up, elegant but not aloof, uncomplicated but classically finished would be the perfect perch. This was the inspiration for Muir by Via Seating's Studio V. Its design is versatile and unassuming, delivering a perfect balance of presence with its wire outer frame. With its deliberate low profile Muir immediately and intuitively creates a casual sit with perfect seat and back.

Design by Studio V.



the latest sofa

# Nebula

Embrace the comfortable curves of this new sofa. Its shape expands upon the sophisticated and playful curves of the Meteor chair. The compact, clean profile of the Nebula sofa widens its applications making this perfect for lobbies, lounges, suites and more.

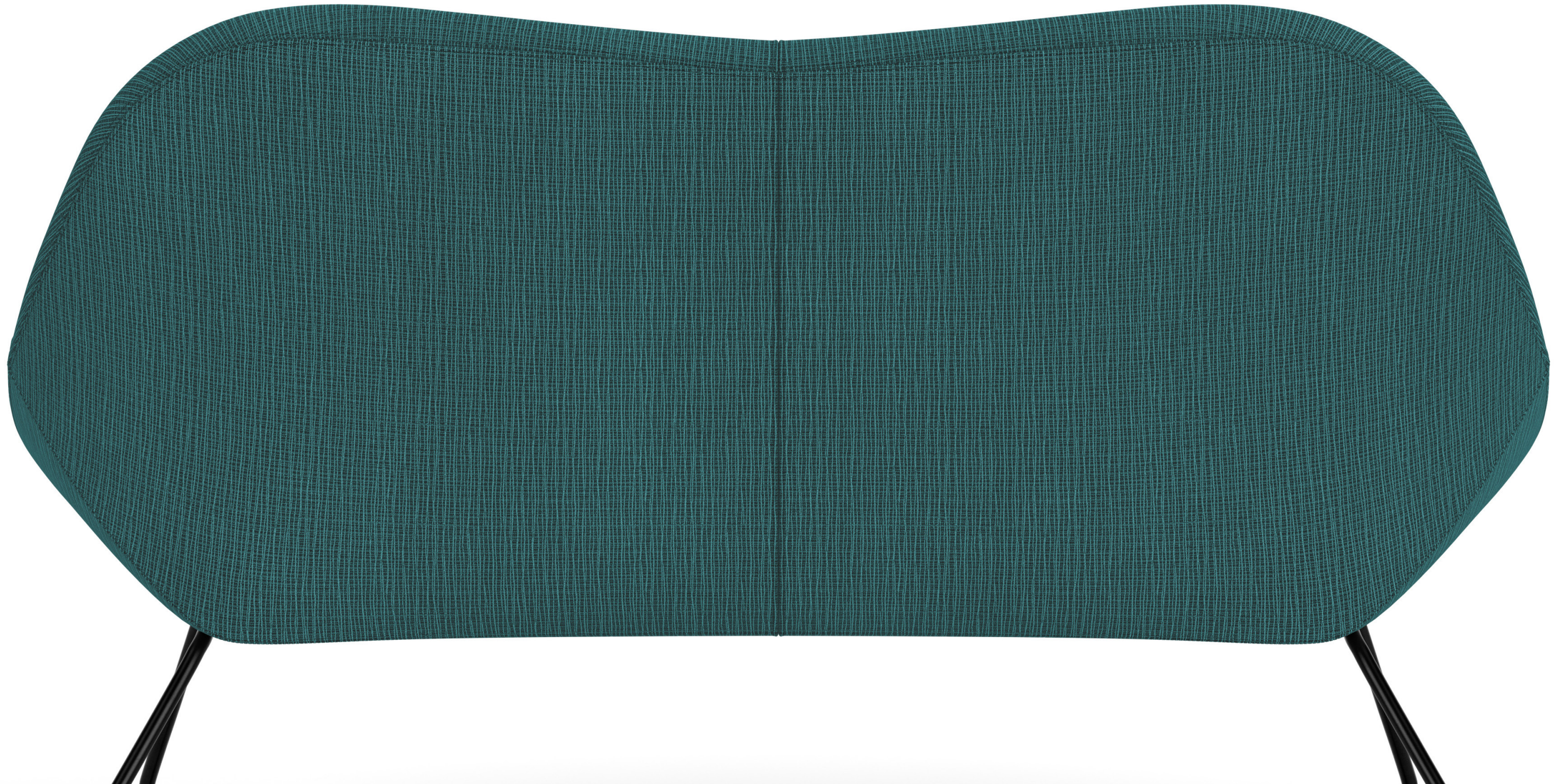
Artwork inspired by  
Roy Lichtenstein.





compelling design

from every angle





new stacking series

# Eclipse

Inspired by the 50th anniversary of the moon landing, Italian designer Angelo Pinaffo created the Eclipse series. Choose from a stackable, unique v-leg, a classic beech wood or light task swivel base.

Artwork inspired by  
Pablo Picasso.







design by Angelo Pinaffo





red dot award winner



Eclipse chairs have a continuous line, curved like the elliptical orbits of the spherical planets. Their shape generates a clean and essential seat, which conveys lightness. Available in 3 monochromatic or 3 colorful shades with or without an arm and arm tablet. Discover vintage beauty and essential comfort with the 2020 Red Dot Design & 2021 ADEX Platinum award-winning series,



new outdoor stacking series

# Eclipse Wired

Embrace the gorgeous companion to the Eclipse series, Eclipse Wired. Designed for outdoor use, this fiberglass-reinforced polypropylene frame has superior anti-UV resistance. Available with an optional upholstered seat.

Artwork inspired by  
Keith Haring.







Design by Angelo Pinaffo.





## Eclipse expectations

An eclipse is a fleeting event that occurs when one object is temporarily obscured, by passing into the shadow of another. This seating series ensures your individual participation and engagement in this prolonged celestial experience. Eclipse Wired is a 2020 Red Dot Design award winner.







discover new

# product enhancements



the copper mesh collection expands with

## copper striped mesh

Via Seating was first-to-market with biocidal, copper-infused task seating. This unique solution won a Best of NeoCon and Nightingale award. Now this same technology expands with a new, copper striped mesh pattern made of alternating black & natural copper lines. Available on 4u, Run II & Onda.

Artwork inspired by  
Claude Monet.









# how does it work?

Via Seating has developed a unique copper-infused mesh by partnering with Cupron, utilizing their copper-based proprietary and patented technology. The copper mesh works by physically embedding an EPA registered copper into the fibers of our Via Seating copper mesh. Through this process, the copper will not wear off like topically applied alternatives. The result is a self-sanitizing, copper-infused mesh that has strong biocidal, antifungal, and antiviral properties. There are additional anti-odor properties to the copper mesh as well.









newest patchwork mesh color

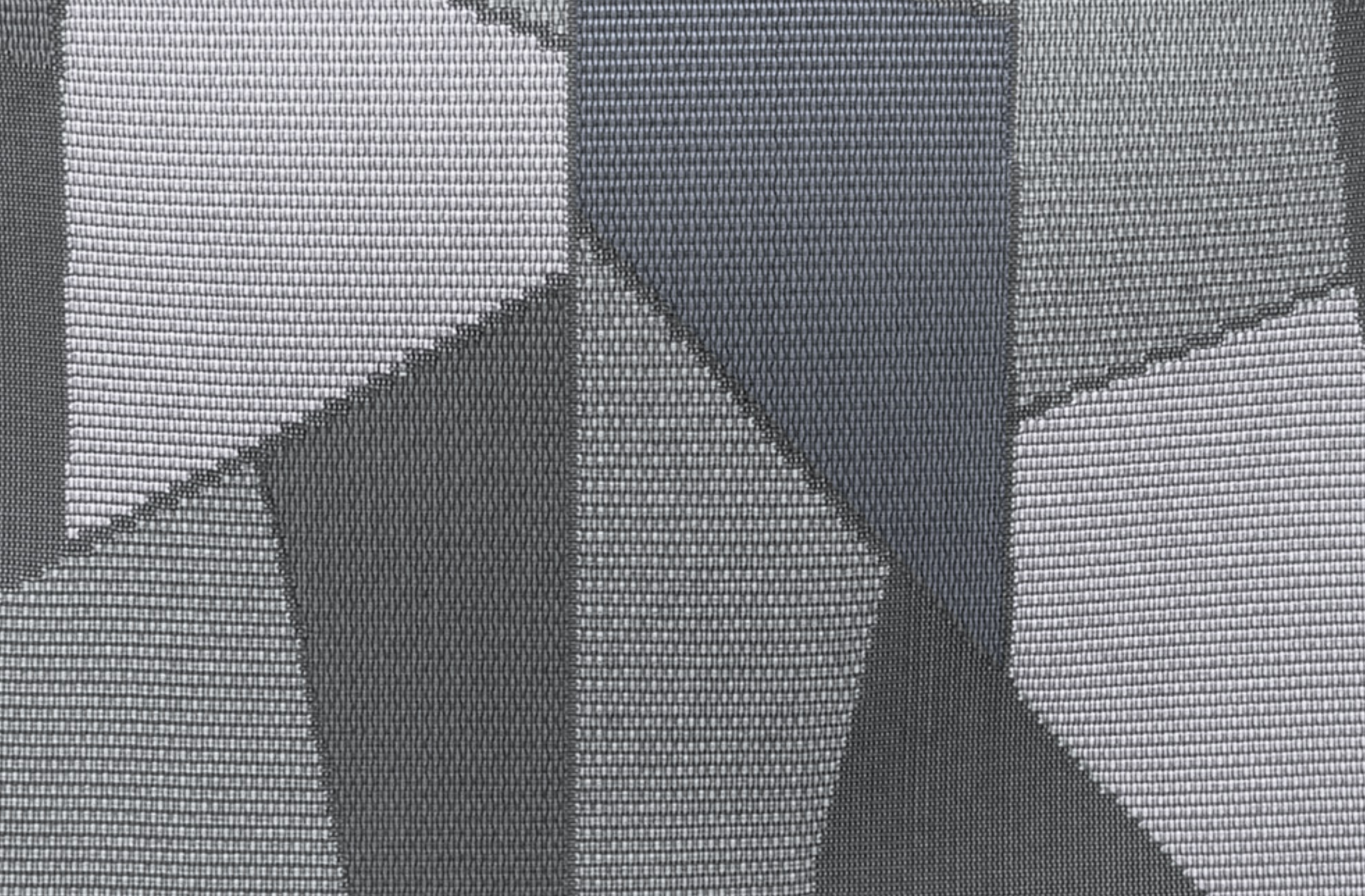
## shades of grey

Studio V expands the Run II patchwork mesh collections with a sophisticated grey patchwork. Grey patchwork entered the collection in response to a interior designer's request for this color option. In addition to delivering an elegant, monochromatic aesthetic, grey is the most ecologically friendly color, putting the least pressure on natural resources during production.

Artwork inspired by  
Vincent van Gogh.

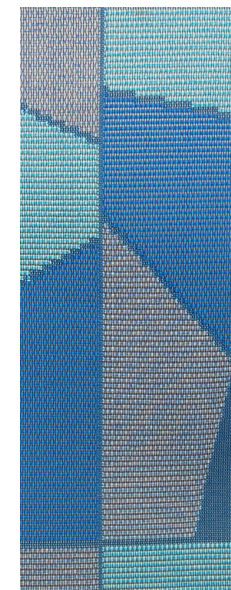
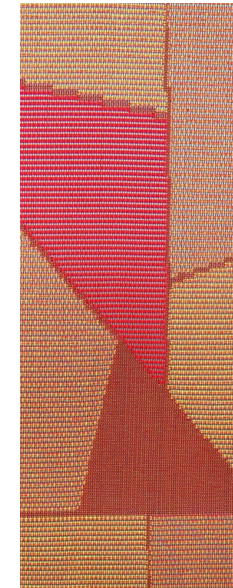






# shades of grey patchwork

Design by Studio V.





new oak & walnut

# wood bases

Love of nature drove this inspiration to create a full range of wood base options for lounge . This connection to the natural world speaks to our essence as living beings. Now our entire range of lounge seating options are truly engrained with this tangible, organic design expression.

Artwork inspired by  
René Magritte.







high-profile



low-profile





oak & walnut wood bases

Designs by Studio V.





it takes great designers to make

great chairs

Henner Jahns of  
Gecco Vision,  
Genie Flex.



S.I. Design,  
4u.



Angelo Pinaffo,  
Eclipse &  
Eclipse Wired.



Via Seating's Studio V,  
Onda, Muir, Nebula, copper mesh, Run II patchwork mesh, wood bases.



# craving more chairs & art?

Join our newsletter by following the QR code or subscribing at our homepage (viaseating.com) on the bottom right menu as shown here:

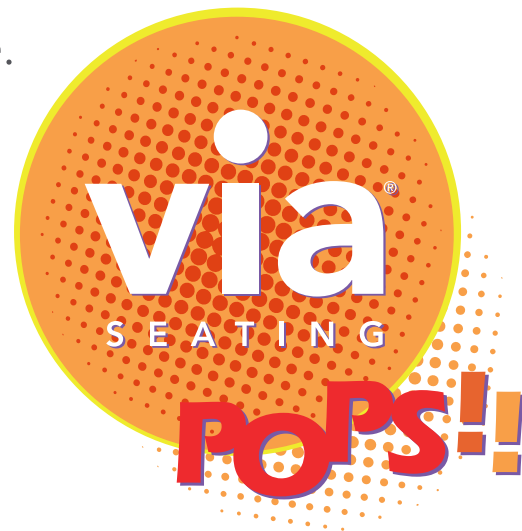


sign up for our newsletter

email address

subscribe

Tune in to our “Via Seating POPS!!” campaign combining new/highlighted product and the artists who inspire us. Enjoy additional ergonomic updates, featured stories, new product releases and so much more.



Check out the amazing artists who inspired our pop art & impressionist images:

- Inspiring Onda’s art: Wedha Abdul Rasyid’s WPAP style.
- Inspiring GenieFlex’s art : Banksy, modern street artist.
- Inspiring Muir’s art: Romero Britto, “Evolution”.
- Inspiring Nebula’s art: Roy Lichtenstein.
- Inspiring Eclipse’s art: Pablo Picasso.
- Inspiring Eclipse Wired’s art: Keith Haring, “Best Buddies”.
- Inspiring the copper mesh collection art: Claude Monet.
- Inspiring the shades of grey patchwork art: Van Gogh.
- Inspiring the lounge wood bases art: René Magritte, “Golconde (Golconda)”.





# look book 2020-2021

Please visit our website to find your  
local representative and browse  
additional seating solutions.

[www.viaseating.com](http://www.viaseating.com)

toll-free: 800-433-6614

phone: 775-331-6001

email: [info@viaseating.com](mailto:info@viaseating.com)

Via Seating 205 Vista Boulevard,  
Sparks, Nevada 89434



© Via Seating 2021