

lounge collection

lonc design

Lonc, Living products

Our products have just the right mix to be convincing. Subdued but nonetheless very present. The more you look at it, the more you see it. It's like with good music. The first time you hear it you realize it has 'something'. You don't know what it is, but you keep listening. It keeps getting better.

We have our own unique signature and aim to set new standards in design combined with comfort.

Lonc stands for timeless products with a long lifecycle. Our designs combine simple curves with subtle movements. We believe in the authenticity of our products.

They are unique, organic, modern, durable and made in Holland

Lonc designers



Rogier Waaijer



Bartel Hulst



Elvin den Haan

lounge collection

Seaser: a lounge chair for indoors and outdoors

It's already been described in a variety of ways; the friend next door, the socializer and the Prosecco-pleaser. It doesn't matter how you describe the Seaser. When you sit in this chair, you instantaneously feel like the emperor of Rome. The ergonomics of this chair ensure an open and extrovert seating position with sufficient support for the lower back.

Product designer Rogier Waaijer: I often get my inspiration from nature. That may also be the reason why the chair ended up with such an organic shape. It looks like a sculpture, but then an extremely comfortable one!

Teaser



Arm chair

For the living room, the Seaser is also available in a fully upholstered version. The upholstered Seaser is even more comfortable, without this being a compromise for its design.

The Teaser is a side table, but also a stool, a foot rest, a pot for plants.

The seaser is made of one piece of Polyethylene and is hollow. To be able to realize this design, Waaijer chose for the "rotational molding" production technique (page 14). This process enabled us to reach very high standards for the finalized product.

The chair has more advantages. The Polyethylene material is weather proof, easy to clean, 100% recyclable and indestructible. Rainwater is drained off automatically through the openings on the side of the chair.

Seaser

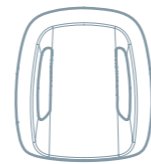




Pioneer merchant Colorado (ca 1902) / Detroit Publishing Co.

specifications

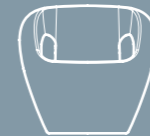
Seaser	garden/ beach/ lounge chair
size	h: 68,5, w: 73, d: 82cm
material	PE (Polyethylene)
weight	standard ca. 11kg
optional weight	up to ca. 30kg
use	in/ outdoor
and	easy to clean



top

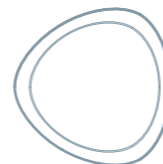


side



front

Teaser	lounge (foot)stool/ side table
size	h: 34, w: 58,6, d: 58,6cm
material	PE (Polyethylene)
weight	standard ca. 5kg
optional weight	up to ca. 22kg
use	in/ outdoor
and	easy to clean



top



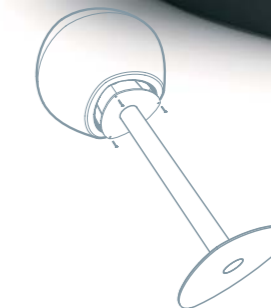
side



3d



Teaser high table



The weight of the chair and table can be increased for use in a public space. A hollow space inside the chair or table can be filled with sand and then sealed off with a metal lid. In this way the weight of the Seaser is increased from 11 to 30 kg. The weight of the Teaser is then increased from 5 to 22 kg.

The Teaser can be transformed into a high table. The steel frame can be purchased separately. Total height: 112 cm, weight 18,5 kg (including the Teaser).



Celebrating 50 years of Barbie / Mattel



Seaser

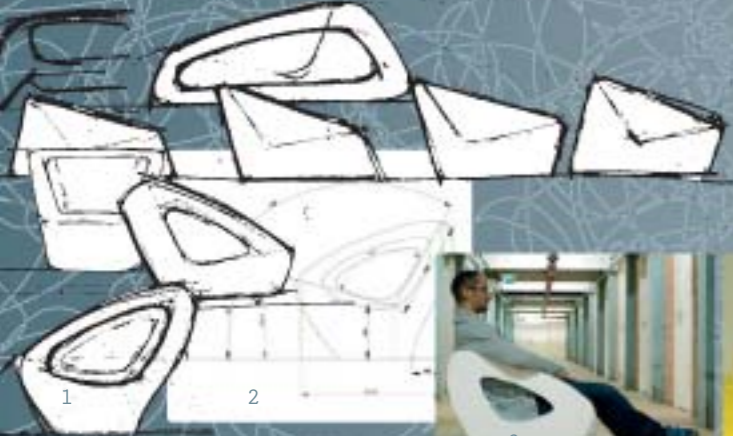
colours



Teaser



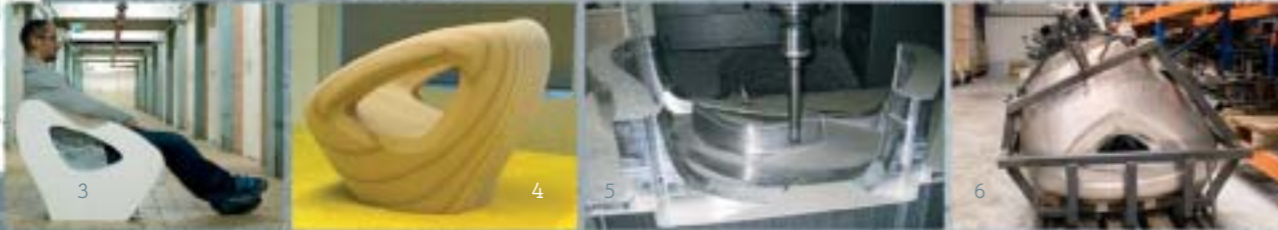
design process of the Lonc Seaser



1 Side and front view sketch of the basic forms. Starting point being a lounge sit angle with tilted arm rests

2 First computer CAD model, combining the (main)basic form with ergonomic dimensions

3 Ergonomic tests using a Styrofoam mockup based upon the dimensions of the CAD model



4 Real size CNC computer milled prototype milled out of solid MDF wood based on 3D computer data of the finalized CAD model

5 CNC computer milling of the mould out of solid aluminum reaching the highest mould quality with a high level of finishing

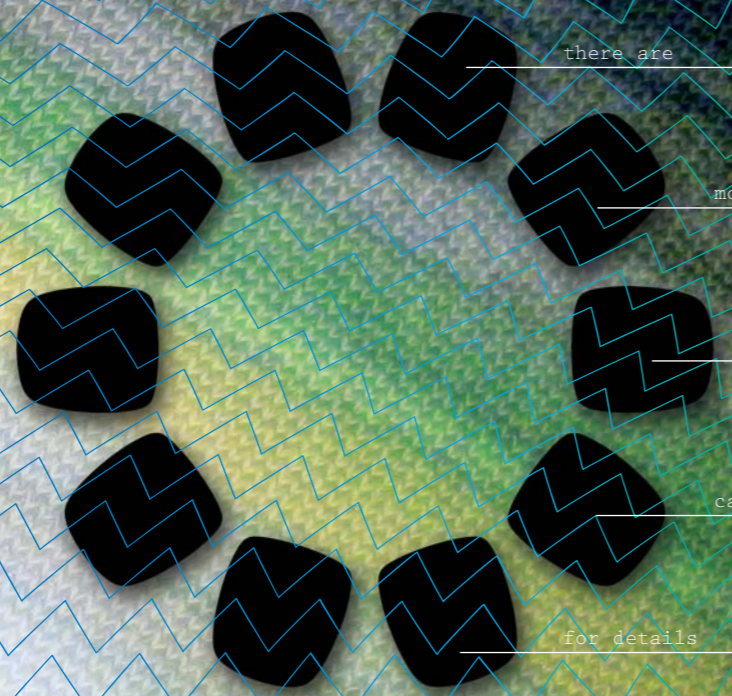
6 The 4 piece production mould ready for use

Ed White (first American spacewalker) / NASA 1965



Innofa: uniform

fabrics



there are

more colors

available

call us

for details

orange

royal

natural

passion

camel

grass

aquatic

fuchsia

clay

midnight



Bringing the Seaser to your living room

The Seaser easy chair is soft and comfortable all over without compromising the design.

Beautifully upholstered with an eye for detail. For instance: the color of the seams is a darker shade of the fabric's color.

Colors and fabrics by Innofa, The Netherlands.



Teaser high table: the life of the party

The Lonc lounge collection is ideal on your terrace, but also for:

lounge collection

the garden



a lobby



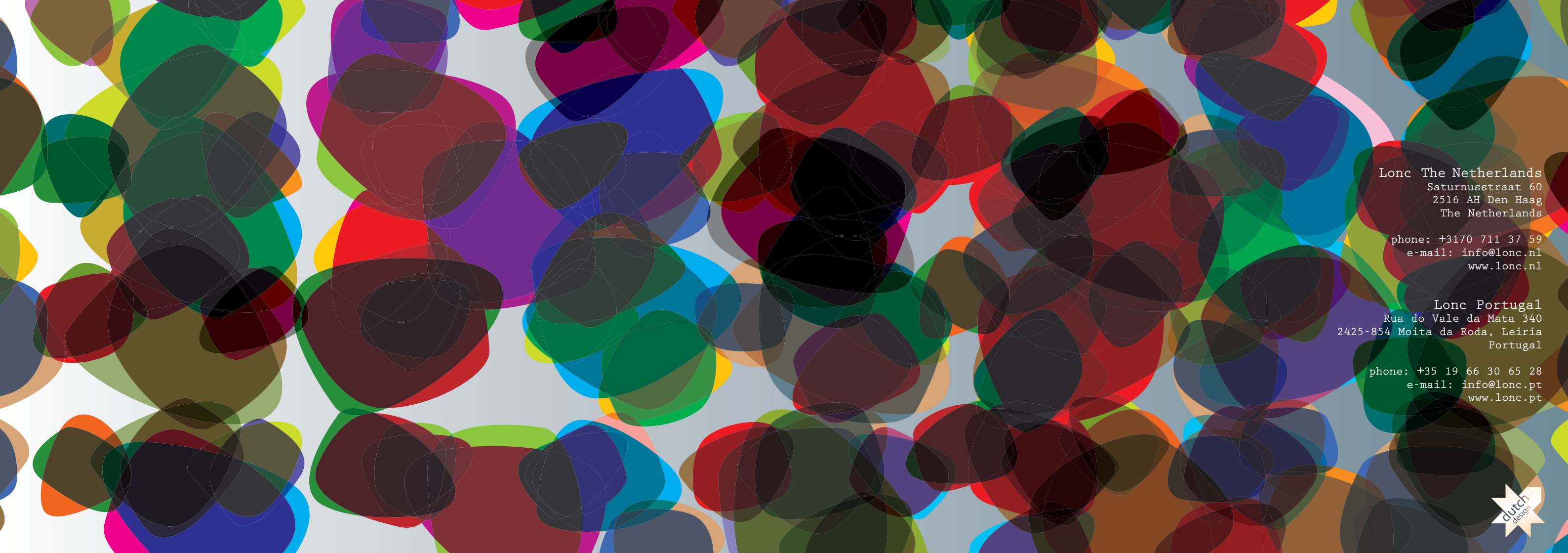
a closed veranda



the beach

And of course our products are suitable for use in public space.





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