



GreyFox



RAY

Design: Perch.ie and Hans Thyge & Co.
for Labofa



GreyFox

A Concept of Urbanism

As we move toward higher density living and working in urban environments, we lose touch with our naturalistic roots and biophilic requirements. We shut off from people as our bodies and minds acclimatise to the built environment.

As we move further from the fields, our focus at Grey Fox is to reconnect you, through the critical heritages of being human, in the 21st century.

In re-imagining how we work, learn and connect our collections provoke joy and surprise!

At GreyFox we observe, listen and answer to the basic needs of a complex society with a focus on human movement.

GreyFox is a research and design led initiative, whose ambition is to develop, produce and distribute high quality, humanised furniture solutions for the 21st Century.

We develop solutions to focus on human movement, user health and wellbeing.



RAY



for Labofa, by Perch and Hans Thyge & Co.

At Perch, we specialise in research-led design for applied human movement. We conduct quantitative and qualitative research, to find out how people communicate, congregate, work and learn. Our passion is developing new solutions in emergent fields, to improve the quality of life for people.

We consider ergonomics, psychology and aesthetics as equally important and we are hugely excited to be developing new and elegant solutions for GreyFox.

Hans Thyge & Co. is a progressive design and concept development company. The studio works for both Danish and international customers - primarily in the furniture business. In addition to furniture design they also work with industrial design, concept design, exhibition design, animations and lectures. The company has received many awards and has been published worldwide.



RAY is developed on the basis of a postgraduate thesis about ergonomic school furniture,

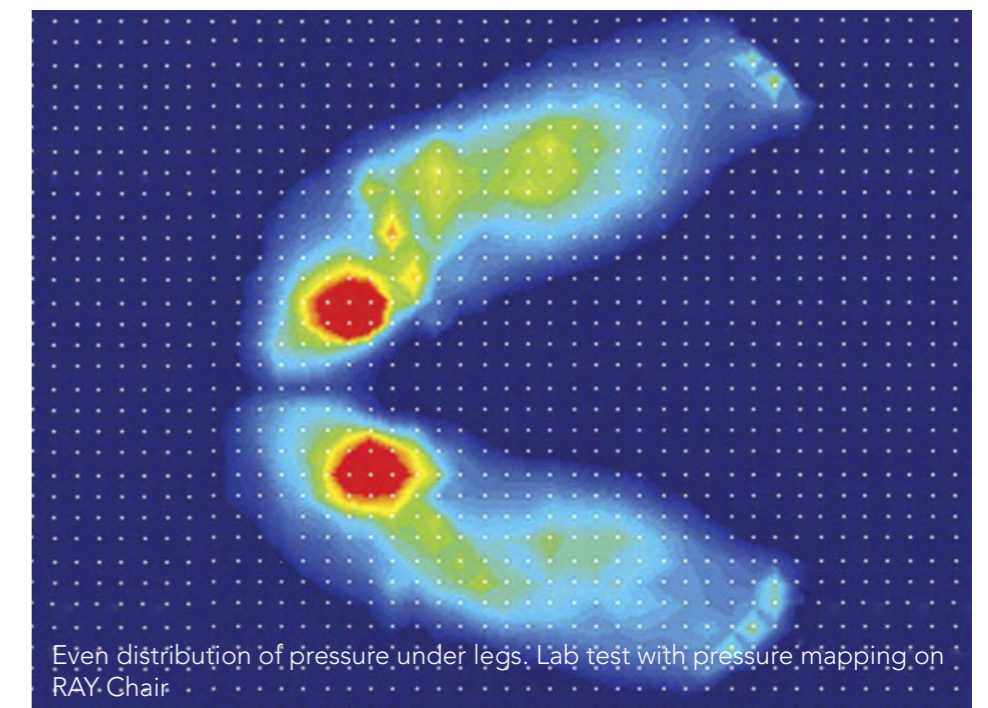
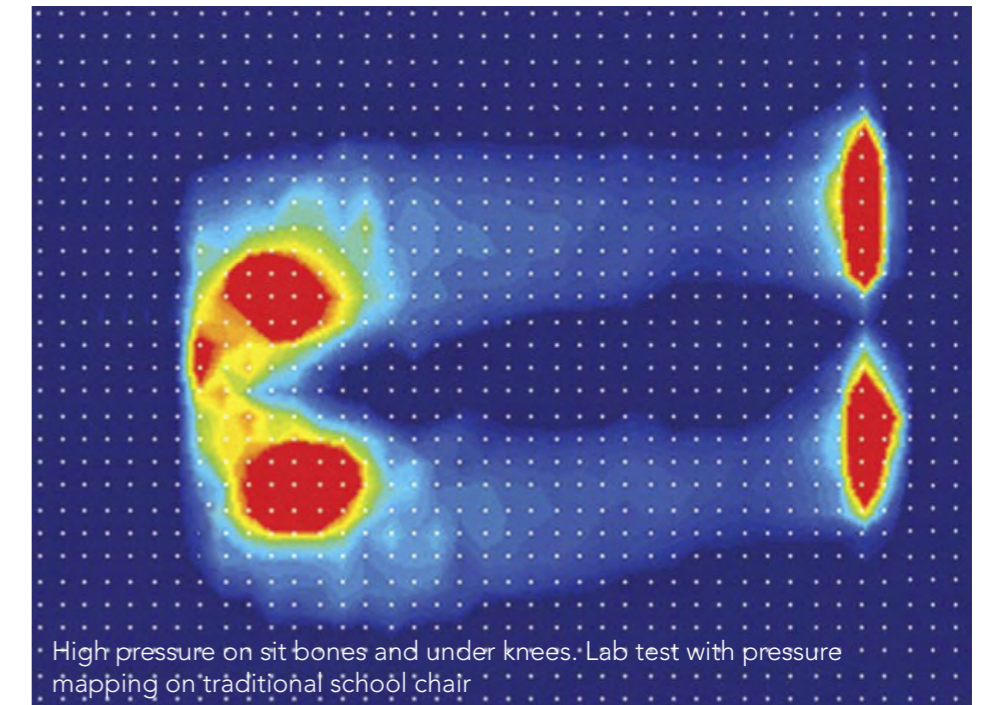
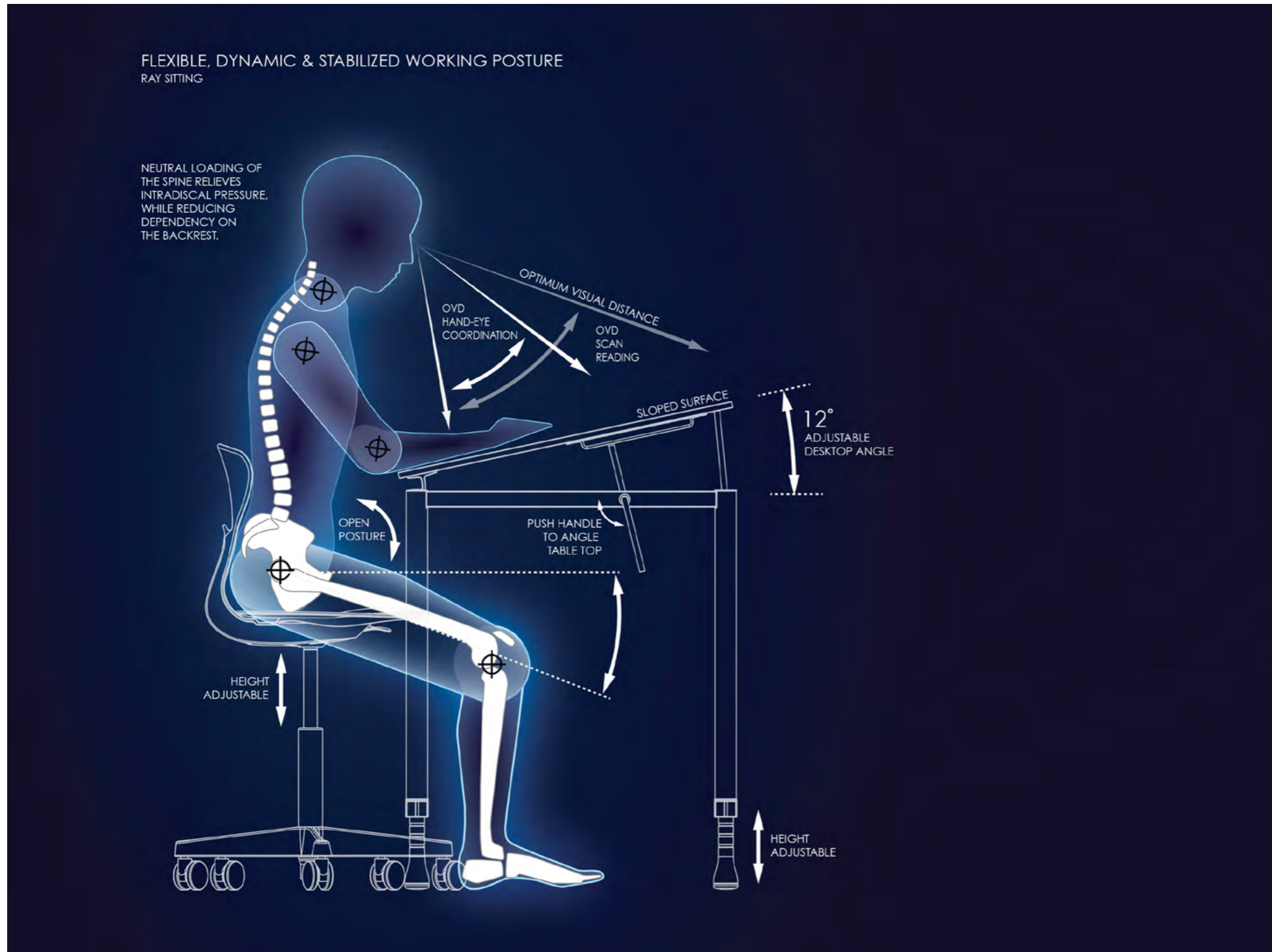
made by Simon Dennehy, from the National College of Art & Design in Dublin. The design and development of the collection is carried out in close cooperation with the Danish design studio Hans Thyge & Co.

In close collaboration with Irish schools prototypes of the new school furniture were tested over a long period of time and video recorded for hundreds of hours. Prior to this research various complex physical tests were performed at Cork Institute of Technology as comparative tests with standard school furniture. These tests are some of the most comprehensive studies of sitting postures and their consequences. The results of the studies have attracted considerable international interest.

When we start with a focus purely on the Human; their psychological, physiological and biophilic needs, we find that the concept, for something new and meaningful, designs itself.

Sit, Perch

RAY is a new generation of ergonomic school furniture based on a world patented seat principle. The design is based on several years of research and tests of sitting positions of school children. The chair is made in an international collaboration between Danish designer Hans Thyge Raunkjær and Ph.D. student Simon Dennehy, representing one of the world's most renowned institutions in ergonomic studies NCAD in Dublin.



The Flexible Seat

The height-adjustable RAY chair is the result of many years of development and testing. The philosophy of the RAY chair is to sit higher on the chair and with an open seat angle. The RAY chair's patented seat technology helps the user to sit dynamically and change posture as needed.

The flexible seat allows the user to take a higher upright sitting position with less strain on the legs, which is not possible on conventional chairs.



The playful expression

The RAY chair has a playful and floating expression which ties in well with the active seating position. The back is refined and light and attached by two arms to the flexible and soft seat. The chair has some nice details and is available in many colours, which together with the humoristic and playful undertones create a beautiful and harmonious chair.



Finishes, Colours, Options

The Ray family is vast and considerate of many environments and requirements. For work and high-educational environments, our @Work chair comes upholstered, with a dynamic wooden backrest, powder-coated tubular steel frame and base.

For schools, our RAY plastic chairs can be colour coordinated, placed on swivel base or cantilever and also upholstered.



Breakout



Huddle Meetings in a Hybrid World

Our RAY chairs are a perfect accompaniment to our Grounded Project tables, where elevated working and meetings are the primary focus.

The open sitting posture

Research has shown that the traditional "right angled" sitting posture leads to poor back support, weakening of the major muscle groups and in time can result in several lifestyle diseases.

Children learn and develop through dynamic interaction with their surroundings. It is therefore important to design furniture that contributes to a more active learning environment. Students should be able to adjust their furniture, to adapt them to the given learning or physical requirements.



The best of Irish / Scandinavian design

RAY is the result of a meeting of minds; A world leading furniture brand, partnering with 2 internationally recognised, furniture design companies with a passion for developing beautiful, meaningful and ergonomics solutions.



Better workplaces in a better world

At GreyFox the principles of longevity, purpose and sustainability guide everything we do; we've built our processes around them. Our furniture is designed to promote the health of its users, whilst sustaining the health of our planet.

Our customers buy less because our products do more. They stand the test of time and the demands of their users.

Our furniture is designed to be easily maintained, renewed and serviced. We keep our products out of landfill, we take them back at end of life and ensure they are repurposed. We manufacture our products locally. We stand over and ensure the sustainability of all stages of our product development.

Our conscience guides the selection of our materials and suppliers. We want to produce furniture made of sustainably forested woods, natural fabrics and water based finishes.

At GreyFox, our commitment to sustainability is resolute. Our environmental conscience guides what we do and will adapt and evolve with us. We design and manufacture for better workplaces in a better world.



With love, care and attention,
in Ireland



GreyFox

A Concept of Urbanism

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Ireland