



KNOLL ASSOCIATES, INC. • 575 MADISON AVENUE, NEW YORK 22, N. Y. • MU 8-7900 • Martha Kai, Public Relations

PRESS RELEASE

MONDAY, JANUARY 6 AND THEREAFTER

KNOLL ASSOCIATES BRINGS NEW

EERO SAARINEN SINGLE PEDESTAL DESIGN TO MARKET

Chicago, Illinois, January 6 . . . The revolutionary single pedestal furniture designed by Eero Saarinen is introduced here for the first time to the Market by Knoll Associates, Inc., internationally known manufacturers of furniture and fabrics.

The new furniture consists of side chairs, arm chairs, swivel chairs, round and oval coffee side, dining and conference tables. An additional feature in the swivel chairs designed for all-around use is a special device in the swivel that automatically returns the seat to its proper position, thus eliminating the sloppy appearance of empty chairs turned helter-skelter.

Eero Saarinen has simplified space through the elimination of legs. The graceful molded plastic shells of the chair and the round and oval table tops grow from slender, tapered bases in a continuing flowing line akin to that of the most elegant stem wine glasses. Support and seating have become a harmonious, organic restful whole. Their unity and grace are stressed by single neutral colors - white, grey and charcoal with color used as the impermanent changeable quality in the seat cushions of upholstered foam rubber.

Prices and specifications are listed on the attached fact sheet. Delivery is from 6 to 8 weeks. These pieces may be seen in all Knoll showrooms after February 15, 1958.