

The Business of Furniture | February 21, 2018

# BOF



**Clarus Moving  
Beyond Visual  
Communications**

---

Remember to include us on your company PR distribution list. **Send To:** [news@bellow.press](mailto:news@bellow.press)  
Please include **high resolution photos** along with your release; at least 300 dpi. You can submit online at:  
<https://bellow.press/SubmitNews>

---

## MANUFACTURERS

# Truly. Wins 2017 Good Design Award

➤ OM's Truly. chair has won a *2017 Good Design Award* in the annual international competition, adding to a long list of awards it has already received.

"It's a surprise and an honor to be included in such terrific company," says Wilson Chow, president of OM. "The products recognized are the most outstanding designs from around the world. Truly's inclusion is a testament to OM's evolving role as a workplace resource and how thoughtfully we're addressing our clients' needs for functional and beautiful seating solutions."

The award is presented by The Chicago Athenaeum, together with The European Centre for Architecture, Art, Design, and Urban Studies. The most innovative and cutting edge industrial, product and graphic designs from more than 48 countries compete in the contest.

Francisco Romero of Phidesign applied his unique background in architecture, applied math and design to the versatile Truly. Its good looks reflect a growing consideration of the range of working spaces, from home offices and startups to contemporary and traditional corporate offices. Truly.'s engineering addresses one defining concept: Can a chair gracefully integrate a back height adjuster and adjustable lumbar support with multiple ergonomic options in a high-end aesthetic? Truly. responds with a resounding yes. Its exoskeleton construction centers around a strong vertical yoke that serves as a chair spine, delivering functionality and range of motion while also providing a distinctive design flair that brings the chair together, literally.

Combining next-generation materials and well-considered design, Truly. features innovations such as its frameless TrueFit backrest technology, a lively "technical" backrest support membrane that adjusts in height and allows for a bowable lumbar support curve that is adjusted via a patent-pending activation system.

Design elements include a new color palette for the contoured, perforated polyback, polished aluminum and matte black finishes, an option for an elegantly tailored upholstered backrest, a sleek new arm profile and a back shroud that encases and facilitates the architecture of the chair's movement. A polished aluminum yoke is topped by a graceful, adjustable headrest. A nameplate, used when a headrest is not specified, comes in one of six colors that provide an opportunity for self-expression. Myriad control mechanisms and a wide library of arms, casters, cylinders and seat sizes are available. Truly. can go understated or loud, whatever the environment or personalities require.

