

BUSTER + PUNCH

LONDON

BUSTER + PUNCH INTRODUCES ITS FIRST CHAIR, CHOPPER – 50 YEARS IN THE MAKING.



As Buster + Punch celebrates its 10th anniversary, founder and creative director, Massimo Buster Minale revisits Chopper, originally designed by his father, adding Buster + Punch's hallmark attitude. The Chopper chair was originally penned in 1973 by Marcello Minale, an influential designer behind the brand identity for Valentino, Harrods, Armani and Fendi.

As a design, Chopper bears the silhouette of early 70s lounge chairs; low slung proportions, bent tubular steel construction, slim cushioning and a structural stance. The dialogue between the frame and the cradled leather references the way a motorcycle's frame is designed to support its engine block – custom motorbikes being a shared passion of Massimo and Marcello. Chopper was one of the first stackable lounge chairs on the market, a feature that remains on the new version.

The intervention of Buster + Punch into the equation sees the original Chopper updated with a wider gauge steel frame for increased durability. The chair is also now finished in a more contemporary/futuristic black chrome finish that's richer and more hard-wearing than regular chrome. The proportions of the original remain as before, giving a relaxed but engaged support and comfort. Buster + Punch's signature attention to detail and refinement comes courtesy of solid brass logo caps.

The original fitted seat and backrest are swapped out in favour of a replaceable thick black full-grain leather that will develop a beautiful patina until that time. Adjustable straps on the seat allow for comfort to be adjusted in by the user. Another key change from Chopper of the 70s is that the new chair is shipped flat-packed, saving 75% of the packaging and airspace over its predecessor.

Chopper previews during London Design Festival as part of A Decade of Details, charting ten years of Buster + Punch.



Marcello Minale with Chopper Chair in 1973



NOTES TO EDITORS.

Buster + Punch is the disruptive, home fashion label with its roots in custom motorcycles and the fluid energy of London's sub-culture scene. Formed by renowned architect, Massimo Buster Minale, the brand uses rare solid metals and precise engineering to transform everyday fittings into extraordinary home details.

PRESS ENQUIRIES: press@busterandpunch.com
GLOBAL SALES: sales@busterandpunch.com

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