



Sao Paulo



The power of minimalist design



Norbert Geelen

Born in 1968, Norbert Geelen is an accomplished industrial designer in the world who believes that “uniqueness is created by innovation and a different perspective.” After having completed his training as industrial designer at the University of Essen, Norbert Geelen started freelancing at the Italian Studio Matteo Thun in Milan. Together with his partner Robert Kilders, he founded the design studio bert&bert in 1997. Since 2005, Norbert Geelen has been coming back and forth between his German office in Straelen and his Milan studio. He has specialized in furniture design, mainly high-quality seating and tables. He has been working with Kusch+Co since 2007.



Work SÃO PAULO space

A chair reflecting the multi-faceted city

São Paulo. A lively, dynamic city with a buzzing atmosphere. Known for its fast-paced lifestyle. Its flair and beauty embody pure fascination. This city is the inspiration for São Paulo series, consisting of swivel, conference, and visitors chairs.



A chair for every office









Invisibly integrated technology , city with a sense of technology

São Paulo is a cleverly designed, sophisticated swivel chair. The seat is designed to seemingly float on top of the base. The space underneath the seat is this series' unique design feature. Neither levers nor buttons adversely affect the overall clear-cut look. Its extraordinary features are all nearly invisibly incorporated into the purpose-built seat base, which was exclusively developed for Kusch+Co. All the operating elements are fitted flush underneath the seat.



Comfortable ergonomic design, city with humanistic care

As standard, the swivel chair features a dual synchronized mechanism as well as seat height, seat depth, and forward tilt adjustment to encourage the user to frequently change his posture which is the best prevention strategy against slouching and hunching in an office chair.

Optional extras include height, width, and depth adjustable as well as swivelling 3D arms; a height and depth adjustable headrest; adjustable lumbar support, as well as a fold-out coat hanger. All operating elements are nearly self-explanatory. Correctly adjusting a swivel chair has never been easier.



Precious and elegant Class A surfaces , exquisite and luxurious city

This principle is used in automotive design to further upgrade the design quality of their high-end cars. These aesthetic freeform surfaces, referred to as Class A surfaces, are characterized by the highest level of attention to detail.

The softly moulded, partly polished surfaces coalesce harmoniously into one another through a curvature continuity rather than through a set of defined radii.



01. Seat height adjustment.
02. Tension adjustment of dual synchronized mechanism.
03. Seat and back tilt adjustment.
04. Seat depth adjustment.
05. Ergonomic arms. Either 2D or 3D adjustable.
06. Optional headrest. Height and depth adjustable.
07. Trapezoidal backrest. With mesh backrest or upholstered pad.
08. Dual Synchronized Mechanism. Follows the user`s movement while providing permanent support.
09. 5-Prong Base. 730mm providing optimum stability.
10. Coat Hanger. Fold-out when required.
11. Lumbar Support. Individually height and depth adjustable.
12. Operation intuitive. Operating elements are all incorporated into the seat base.
13. Comfort Gas Spring. With permanent depth cushioning.
14. Safety Castors. Self-braking when seat is not occupied.



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