

Concept & Design: Bureau De Hoge - www.dehoge.com Product design Amia: Steelcase Design in collaboration IDEO - FrameOne, Activa, Kalliro, Moby, Selen Brodbeck - www.brodbeckdesign.de / Andreas Struppier - www.struppierassociates.com - TWT - Steelcase in partnership with Iso Hesse and Christophe Marchand - B9508



steelcase.com

Europe Espace Européen de l'Entreprise, 1, allée d'Oslo, BP 033 Schiltigheim, 67012 Strasbourg Cedex, France > tel: +33 3 88 13 30 30 > fax: +33 3 88 24 31 78
North America 901, 44th Street, Grand Rapids MI 49508, USA > tel: +1 616 247 27 10 > fax: +1 616 246 40 40
Asia Pacific & India 4th floor, N32 Kowa Bldg, 5-2-32 Minami-Azabu, Minato-Ku, Tokyo 106-0047, Japan > tel: +81 3 3448 9611 > fax: +81 3 3448 9617
Latin America 901, 44th Street, Grand Rapids MI 49508, USA > tel: +1 616 247 27 10 > fax: +1 616 246 40 40
Middle East & Africa Design House unit A2, PO Box 502596 Dubai Media City, Dubai, UAE > tel: +971 4 369 7838 > fax: +971 4 369 7837

DS150EN 06/09 © 2008 Steelcase ® All rights reserved. All specifications subject to change without notice. ♻️ Printed on at least 60% recycled paper. Printed in France by OTT Imprimeurs - Wassilonne.

Amia
Amia

High Performance Seating

Amia – The secret to maximum comfort



Steelcase

Steelcase

Amia

Your choice of office seating is the most important ergonomic decision you'll ever make at work.

That's why our goal at Steelcase is to provide healthier seating that will keep you comfortable and productive the whole day long. We call it

High Performance Seating,

because if you feel better you'll perform better.

Amia is a chair that knows exactly what you need. Its extremely innovative **back mechanism automatically adapts itself** to your body position to give you optimum comfort and full support throughout the working day. Whether you're busy at the computer, on the telephone or talking, **Amia never lets you down.**

Amia – The secret to maximum comfort





Amia – A personal invitation to sit down



The enveloping backrest and textured, refined look of Amia are immediately inviting. And as soon as you sit down in this robust yet comfortable chair, you know you've found something special. Both the LiveLumbar™ support and the flexible seat edge angle adjust automatically to your body shape.



Comfort never looked so good



46% of European workers suffer from back pain every single week**. Amia's LiveLumbar™ system supports the lower back area, making you less likely to sit in a hunched position.

90,7% of users in a survey found Amia immediately comfortable*.

Amia



With Amia, you can enjoy a chair that looks great as well as feels great.

We've taken considerable care to select quality materials and provide elegant and stylish finishing. And if you're a golfing fan you will appreciate the dimpled texture of the seat back. When you see it, you just can't wait to experience it!



*User test carried out on 60 people. ** IPSOS survey for Steelcase International, 2007.

Amia – The secret unveiled

More than meets the eye – At first glance, it's not immediately apparent that there's something unique going on. But there is. Tucked away inside Amia's backrest is the LiveLumbar™ support – a system of flexors that contour to fit each individual's spine for continuous lower back support. **You may not see this innovative 'comfort' technology, but you will definitely feel it.**

Amia



Motion study – At Steelcase we constantly invest in user research as part of our product design process. Amia was inspired by three key discoveries revealed in a unique global medical study we conducted over four years with 732 users.



1 Since the **spine does not move as a single unit**, a chair's backrest should change shape to support the independent movements of a person's upper and lower back when he/she changes posture.



2 Since **each individual's spinal motion is unique**, a chair's backrest should mimic each individual's unique spinal motion as he/she changes posture.

Amia's solution (1+2)

The Live Lumbar™ support has a sliding support zone that allows those flexors to move up and down and gives every user the support he needs. When you move backwards in Amia, the flexors of the LiveLumbar™ support hidden in the backrest move forward and fills the gap in your back.

3 The upper and lower back regions require different amounts and different kinds of support.

Amia's solution (3)

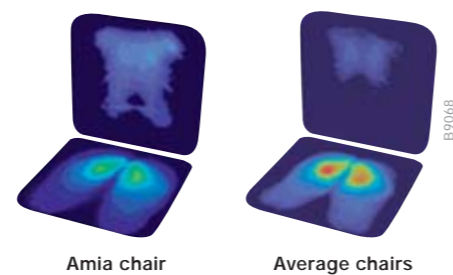
The lumbar and thoracic areas are differently supported:

- > Amia's LiveLumbar™ support is designed to sense movement in your back and self-adjust to provide optimal support.
- > The tilt tension gives support to the higher part of the backrest.

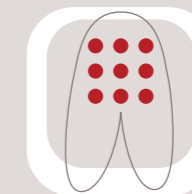


Ergonomic study of pressure distribution – Pressure mapping clearly shows how changes in posture and positioning relate to pressure distribution when someone is seated. Red indicates peak pressure areas, with orange, yellow, green, blue, and purple corresponding to increasingly less pressure.

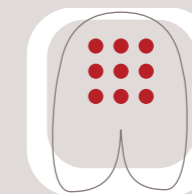
Amia's pressure map shows no pressure points on the seat and backrest, regardless of the user's posture. Lumbar support is constant in both upright and reclined positions, which is an improvement on other chairs on the market.



Special seat foam technology – Amia helps absorb body pressure through its innovative seat foam, giving comfort for everyone. Whether you're small or large framed it offers adaptive support.



Smaller framed – The chair has a softer middle which envelops people with narrower postures and allows them to sink back gently.



Larger framed – When those with wider postures sit down, they feel the natural support of the cushions on either side.

LiveLumbar™ support height adjustment

The LiveLumbar™ flexible back support is located inside the lower backrest. To adjust, move the sliders on both sides of the backrest up or down to suit your own specific requirements.



C0371

Ease of use

Explicit icons on each control make it even easier to find your optimum combination of settings.



Seat height



Seat depth



Tilt tension control with velvet touch



Armrest height adjustable (optional)



Armrest width, depth, pivot and angle (optional)



Back lock in forward position

All chair settings are easily adjustable from a seated position.

The controls are exactly where you would expect them to be, and work in an intuitive way that is as self-explanatory as can be. For an interactive user guide visit steelcase.com/adjustmyamia



Ideal for tasking activities – With its LiveLumbar™ support and precise ergonomic adjustments, Amia is perfect for task-intensive jobs which involve long periods of sitting, high levels of concentration and prolonged computer or telephone use. All day long you have the double benefit of comfort and support, leaving you free to focus on your work.



C1914

Management – To create a distinguished ambience, you need Amia Platinum task chair in combination with its dedicated visitor chair. In stylish leather and with its sleek, polished aluminium base, it has an elegant look all of its own.



C0306

Finishing touch – Amia is also available with stitched finishing, both in fabric or leather.



C1666

Conferencing – The last thing you want is for people to feel uncomfortable during long meetings and training sessions. Both the **Amia task chair** and **Amia visitor chair** are an excellent seating solution for such situations as well as for presentations, video conferencing and everyday group collaboration.



C1708

Amia – Meet the family

With attractive details like the upholstery finishing and textured back, Amia task and visitor chairs offer a visual harmony that is complemented by all the support and comfort you need.



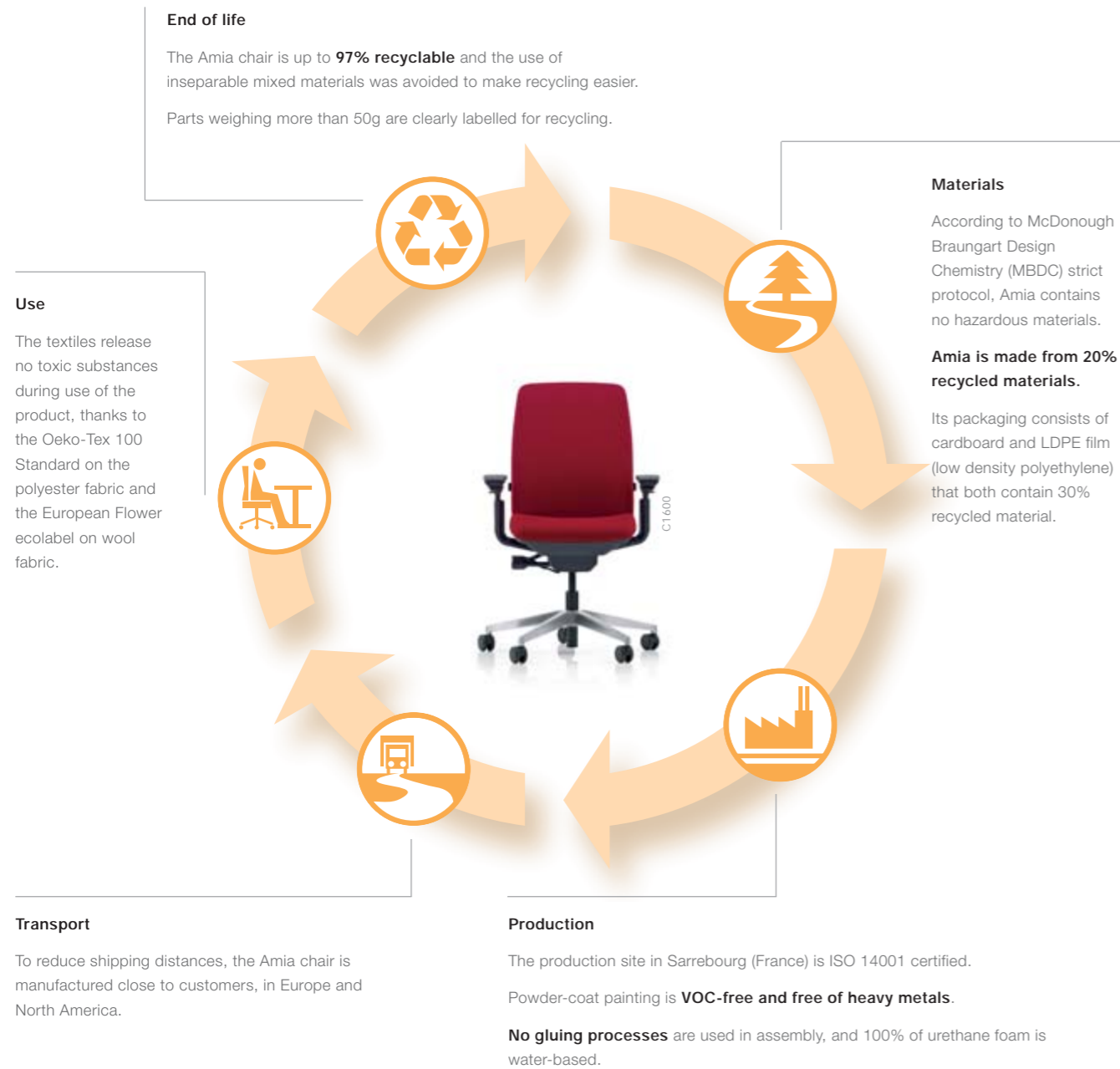
Task chair

Armrests	Adjustments	Base
Without armrests	●	Black ●
Height adjustment plain	○	Silver ○
Height, depth, width, pivot and angle	○	Polished aluminium ○
	● = standard, ○ = optional	
	Seat height ●	
	LiveLumbar™ support ●	
	Tilt tension ●	
	Back lock ●	
	Seat depth ●	

Visitor chair

Armrests	Sled base	4 legs	Base	Sled base	4 legs	Stackability	Trolley	Dolly
Without	●	●	Black	●	●	4 legs without armrests	8	5
Fixed plain	○	○	Silver	○	○	Sled with & without armrests	6	5
	● = standard, ○ = optional		Chrome	○	○			

During Amia's development process we considered the environmental impact of every stage of the product's lifecycle: materials extraction, production, transportation, use and end of life. The Life Cycle Assessment (LCA -ISO 14044) method helped us to create a more sustainable product by measuring and reducing Amia's environmental impact, avoiding the transfer of pollution from one stage or country to another.



With Amia we can provide:

- EPD Environmental Product Declaration (EPD).** Based on the ISO 14025, its purpose is to communicate clear and transparent information about a product's impact on the environment at all stages of its life cycle.
- "NF Environment" certification.** Based on the ISO 14024, this voluntary certification mark is awarded to products that have a reduced effect on the environment.
- Oeko-Tex.** The polyester fabric is labelled with the Oeko-Tex 100 Standard.
- European Flower.** The pure wool fabric is labelled with the European Flower.
- Amia earned **Gold Cradle to Cradle Product Certification** from MBDC in the US.

Since 1912, Steelcase has made a meaningful and measurable contribution to the **success of our customers**. We do this using in-depth knowledge of work and work processes as a basis for creating a **better work experience**. We make this possible by offering a wide range of **quality office furnishing solutions** and support that customers can always rely on, no matter where they are in the world. We add **measurable value** by understanding how people work and serving them through our **unmatched global network**. **Sustainability** is embedded in everything we do. This has made us the **preferred partner** for many of the **world's best companies**.

