

CROP

BY BENJAMIN HUBERT | LAYER

EDITION-1.2

Allermuir



Crop

A family of outdoor chairs and stools designed for Allermuir by Benjamin Hubert of LAYER, CROP takes its name from the enigmatic rolling fields of crops in the British countryside, which are represented in the flowing parallel wires of the seating forms.

The surprising comfort found in this outdoor collection has been achieved by shaping the rows of wires on the seat, back and arm rests to mimic the pillowed shape of soft seating.

CROP plays with very tactile welcoming features and forms which work just as well in a private garden as they do in large volumes in commercial settings.





Inspired by the outdoors

CROP is the result of a collaboration between two leading British creative brands and drawing on this shared heritage, the collection is inspired by the UK's iconic countryside and the repeating parallel lines of crops rolling over hillside farmland.

This connection with the natural world allows the collection to sit sensitively in an outdoor context, relating each piece to its surroundings through a shared visual rhythm.





Al fresco

CROP was 12 months in development and is a response to the fast growth of outdoor dining and hospitality, which has been driven by social distancing needs in the midst of a pandemic.

Allermuir and LAYER believe this growth will continue in a post-pandemic world, driven by a newfound appreciation of al fresco dining and socialising. The durable materiality of the seating is weatherproof, and can be integrated into a variety of hospitality, commercial and residential settings. Both the chairs and stools are available with the option of removable seat pads for added comfort.



A graphic statement

The CROP collection comprises two dining chairs, with and without arms, a lounge chair and stool. Each product in the range is crafted from a steel rod frame with slim, robot-welded wires forming the seats and backrests. The expressive cushioned forms of the seating areas visually soften these robust materials, while the parallel lines of the wires create an impactful graphic statement that can be likened to a line drawing.

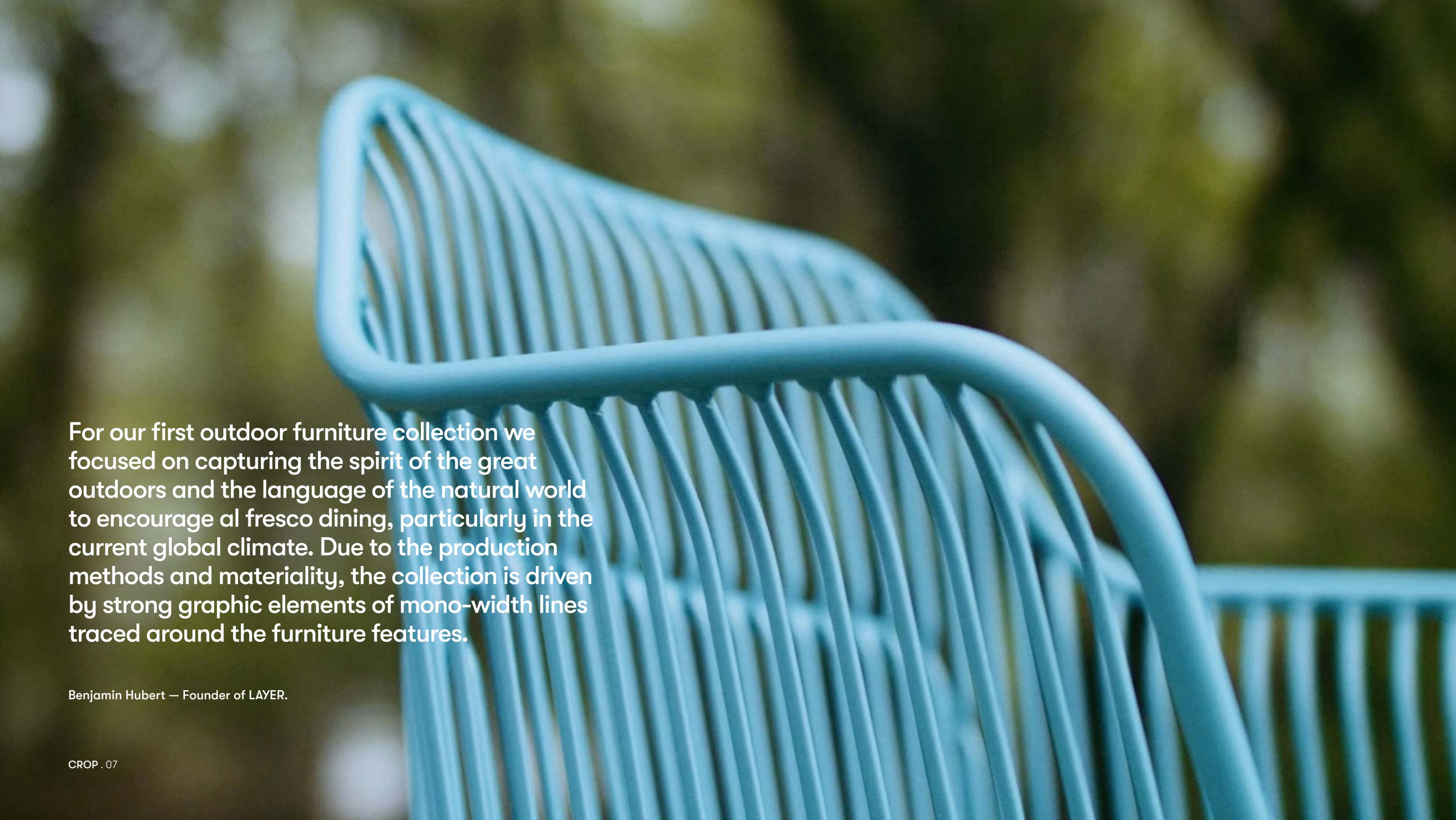
The flowing curves of the seats and backrests mimic the pillowed shape of soft seating, offering comfort that echoes the gently curvaceous visual language. This approach is particularly evident in the two armchairs, which translate the value and forms of traditional upholstered bergère and tub chairs to outdoor furniture.



It was essential that CROP be accessible, stackable and multi use for a variety of outdoor settings, particularly for the world we live in now.

The CROP arm and side chairs stack four high to allow for ease of transport and storage in both residential and commercial settings. It was important that the format of the legs and their relationship to the visual aspects of the backrest and seat were well managed in development to make sure they stack really efficiently.

Benjamin Hubert — Founder, LAYER



For our first outdoor furniture collection we focused on capturing the spirit of the great outdoors and the language of the natural world to encourage al fresco dining, particularly in the current global climate. Due to the production methods and materiality, the collection is driven by strong graphic elements of mono-width lines traced around the furniture features.

Benjamin Hubert — Founder of LAYER.



Interplay of light and shadow

The relationship between the collection and the great outdoors is enhanced by the dynamic interplay of light and shadow produced as the sun moves across the linear graphic structure.

The intricate wire work in the chairs cast pleasing shadows that move and change with the sun, while large groups create beautifully graphic overlapping patterns.





CROP . 10





CROP . 11





Side Chair

Overall Height — 835mm / 32.75"
Overall Width — 500mm / 19.75"
Overall Depth — 555mm / 21.75"
Seat Height — 480mm / 19"
Seat Width — 465mm / 18.25"
Seat Depth — 430mm / 17"



High Stool

Overall Height — 1015mm / 40"
Overall Width — 475mm / 18.75"
Overall Depth — 505mm / 20"
Seat Height — 780mm / 30.75"
Seat Width — 425mm / 16.75"
Seat Depth — 390mm / 15.25"



Armchair

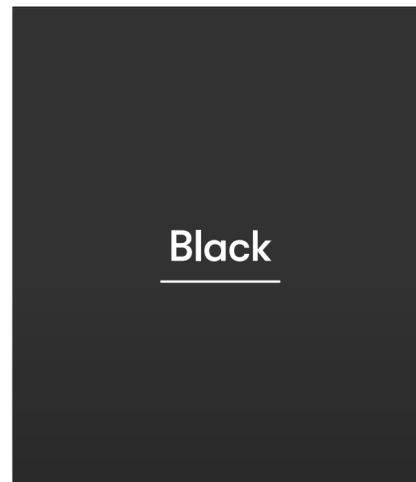
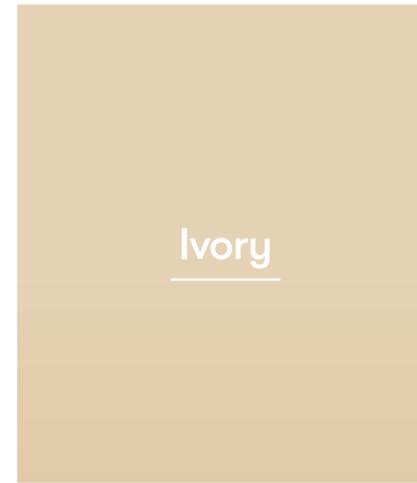
Overall Height — 835mm / 32.75"
Overall Width — 620mm / 24.5"
Overall Depth — 555mm / 21.75"
Seat Height — 480mm / 19"
Seat Width — 490mm / 19.25"
Seat Depth — 435mm / 17.25"
Arm Height — 680mm / 26.75"



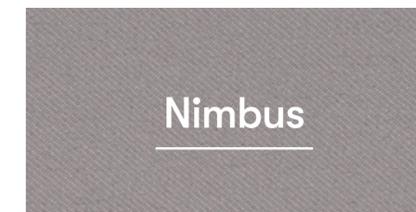
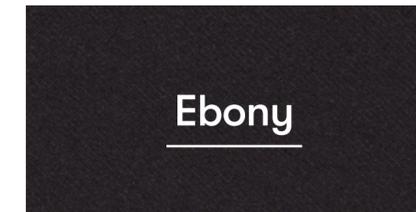
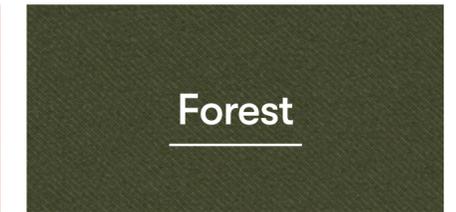
Lounge Chair

Overall Height — 730mm / 28.75"
Overall Width — 675mm / 26.5"
Overall Depth — 675mm / 26.5"
Seat Height — 420mm / 16.5"
Seat Width — 510mm / 20"
Seat Depth — 490mm / 19.25"
Arm Height — 605mm / 23.75"

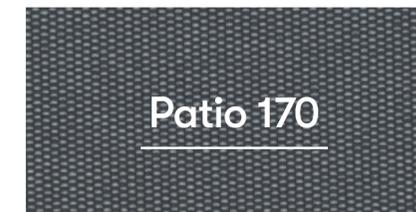
Frame Colours



Agua Aura



Kvadrat Patio



Watch the Film

Delve deeper into the design and manufacturing processes behind our CROP collection by Benjamin Hubert | LAYER.

Explore more of CROP

Visit allermuir.com to configurate your design and download all of CROP's imagery and product related assets.

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