



Introduction:

Modern lifestyles require modern design. In an increasingly cluttered world, space is the key to living, as without space we cannot grow and without growth we cannot live. Design is the key to space, the key to growth.

SWITCH embraces this reality and changes with your lifestyle. We are not the same person all the time. We change, moment to moment, second to second, meeting the needs of our environment and lifestyle as required. SWITCH is a new concept in design that can accompany you on this never-ending journey of adaptation. It is a chair and a table - or both – as you require. Encompassing the timeless geometries of both a cube and a sphere it is formal and relaxed, soft and structured, ready for work and rest.

SWITCH does not speak of its ingenuity, choosing rather to blend effortlessly into whichever role you chose, yet remains intelligent enough to SWITCH instantly, to stay in tune with your life, to provide the space you need.

Time stands still for no man. Time is ever changing and, in turn, it demands we change. It is time to find the space you need, the growth you desire, the harmony you deserve. It is time to SWITCH.

SWITCH is selected by 'The Young Designers' Kortrijk October 2008.

SWITCH is selected by 'Design Flanders' Ghent March 2009.

SWITCH is selected by 'Binnen Kijken' Bruges May 2009.

SWITCH is selected by 'Cocoon' Brussels November 2009.



The Designer:



Ellen Ectors

Born in Belgium in 1981, Ellen Ectors studied interior design at Sint-Lukas Brussels.

A highly practice-oriented curriculum with cultural/artistic and technical/theoretical emphasis was linked to architecture, product development and audio-visual arts.

Most important to Ellen Ectors was her development to look at the world in its movement, the influences from the environment and its impact.

Challenged by contrasts, Ellen seeks different combinations and balances of it in her work.

SWiTCh is her graduation work and was selected by 'The Young Designers' interior '08, Kortrijk and was selected by Design Flanders for Sfeer Ghent 09.



Ellesco International:

Ellesco met with Ellen Ectors in November 2006.

We were completely thrilled by her concept and we have immediately ask Ellen to work together in order to get her project of the ground.

Since then we have conscientiously looked after the materials, search a long way how to fill the ball and contacted Belgian companies to help us making the swiTCh, Table-Chair.

We have now a massif wooden Oak and Wengé chair in production.

We are looking for international distribution partners or stores and searching for stores in the Benelux.



The Concept:



SWiTCh is a new design furniture. It is a chair and a table, a relaxing seat and a working space in one. It switches instantly and effortlessly.

Encompassing the timeless geometries of both a cube and a sphere swiTCh is formal and playful. The balance of contrasts yet proving highest comfort for sitting and working.

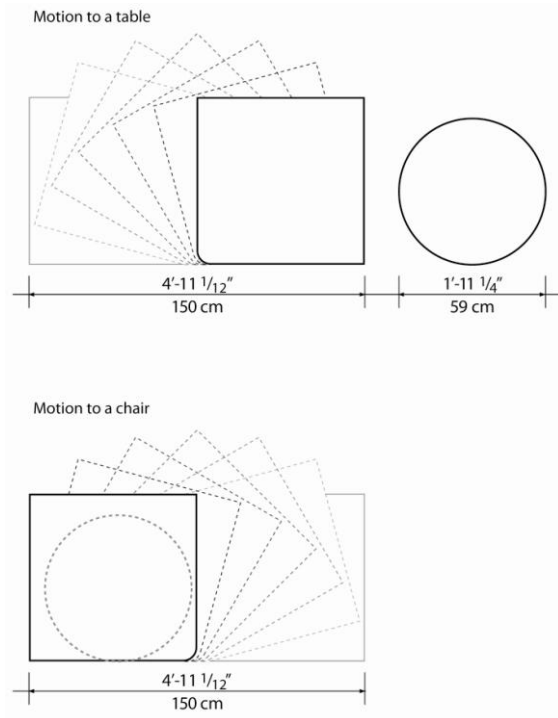
Ergonomic aspects of the ball improve the posture, provide energy and help stay alert.

Enjoy all the aspects offered by the swiTCh.

SWiTCh is 100% Belgian.
Completely handmade.



User Instructions:



SWITCH is multifunctional and easily adapts from a comfortable chair to a working place.

Convert swiTCh from Chair to Table:

- Roll the ball slightly aside
- Step inside the armrests
- Pull the handle on the backside towards you
- The backside will easily move over 90 degrees switching to a table
- Roll the ball in front of the table and enjoy the work place.

Convert swiTCh from Table to Chair:

- Step in front of the table
- Take the handle on the wooden work surface
- Lift slightly and pull away from you
- The table will easily move backwards 90 degrees into armrest position
- Roll the ball inside the armrests and enjoy the comfortable relaxing chair.

Watch the demo trailer !