



Press release
Page 1 of 2

PRODUCT: ASCENT
DESIGN: Brad Ascalon

ASCENT is a unique, modular seating system with a big character and humble attitude. Designed by Brad Ascalon specifically for public environments such as airports and lobbies, ASCENT is there to help you wait, relax and remain fully charged.

ASCENT is designed to anticipate the needs of its users. Its base incorporates power and USB charging while simultaneously serving as a table for food or drink, a newspaper or your personal belongings.

Available in 2 sizes with a maximum of 3 or 4 seats, ASCENT can be customised to fit in virtually any public space, large or small. As each seat is attached separately there is opportunity to experiment with seating configuration and with colour combinations, offering endless variations for public spaces.

The seating, made from plywood, cold foam and upholstered in a range of textile options, gives the perfect balance of comfort and support. The wooden base is finished in ash veneer and provides a robust contrast to the gentle flowing forms of the seating, its heavily chamfered edges serve to highlight the welcoming form of the seat. The interplay between the monolithic base and the organic seats is the defining characteristic of ASCENT.

Considerate and versatile, ASCENT puts your needs first to make the long wait easier.

“The idea for this project was to rethink the notion of lobby and airport seating by establishing a completely new visual language for this category of contract furniture. Airport seating in particular continues to feel cold, institutional, and expected and Ascent is intended to change this.”

— Brad Ascalon

“Ascent accentuates the soft, organic seat by contrasting that form with a monolithic, geometric base. The combination of these opposing dynamics of lightness and stability brings unexpected whimsy and beauty to a static seating category, as well as the environments in which they live.”

— Brad Ascalon

SPECIFICATIONS

Materials	Textile, Ash Veneer, MDF & Plywood Frame, Cold Foam
Colours	Base: Stain or Transparent lacquer Seat: Textile
Dimensions	Small (max. 3 seat) L: 2034 x B:597 x H:822 Large (max.4 seat) L:2674 x B:597 x H:822
Options	1, 2, 3 or 4 seats Multiple power and / or USB sockets



Mitab Produktion AB
Fraktgatan 2
Box 426
573 23 Tranås

info@mitab.se
www.mitab.se

Press release
Page 2 of 2

PRESS

Please find all image downloads and product fact sheets on our website www.mitab.se/press
For further information or assistance please contact cissi.johansson@mitab.se

ABOUT BRAD ASCALON

Brad Ascalon attributes his passion for design to the two generations before him who instilled in him the value of craftsmanship, materiality and rigor from an early age. Ascalon believes in design that is uncomplicated, rational and manages to find the perfect balance of form, function and concept. Through this approach, coupled with a strong understanding of strategy-driven design opportunities for his clients, Ascalon is widely regarded as one of the leading American design voices of his generation. Ascalon's long list of collaborators has included such brands as Design Within Reach, Ligne Roset, Bernhardt Design, OTHR, Council, and many others.

ABOUT MITAB

MITAB is a Swedish design company focused on improving the quality and function of offices and public spaces. Working together with established and emerging designers, Mitab create furniture that is innovative, creative and built with a belief that honesty lasts.