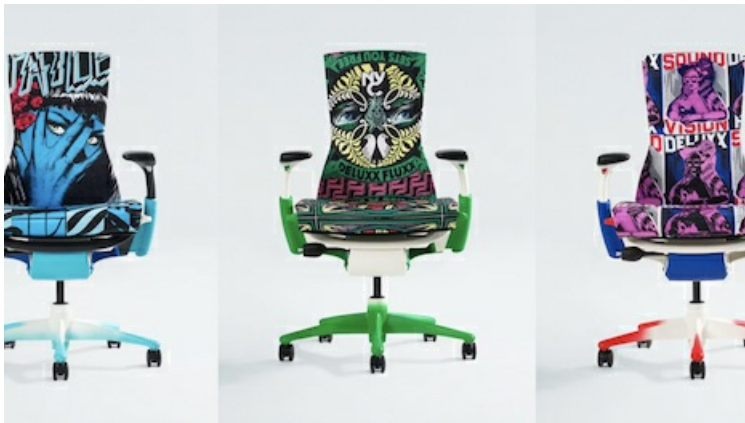


HOME FURNISHINGS

Herman Miller creates special-edition gaming chairs in new collaboration

September 24, 2024



Just 12 of the Herman Miller Embody Gaming Chairs have been produced. Image credit: Herman Miller

By LUXURY DAILY NEWS SERVICE

American home furnishings company Herman Miller is presenting ergonomic designs inspired by nightlife.

Executed through its recently-established gaming arm, a collaboration with multidisciplinary art duo FAILE will see the release of limited-edition chairs, plus special sculptures and prints. The FAILE and Deluxx Fluxx for Herman Miller Gaming collection, up for sale in North America exclusively, arrives as the company furthers its effort to outfit the interior spaces of players worldwide.

"FAILE, Deluxx Fluxx, and Herman Miller Gaming represent play at all levels," commented Jon Campbell, vice president and general manager of **Herman Miller Gaming**, in a statement.

"The celebration of creativity and self-expression is at the core of both of our fundamental values, and that shared ethos is clear in this assortment," Mr. Campbell said. "FAILE has played a role in shaping culture today, and we look forward to bringing their distinct point of view to our communities."

"Designed for a new world"

Branching off from the main brand ([see story](#)), Herman Miller Gaming was established in 2020.

This month, it engages in a project in which, according to a statement, its "dedication to play and craftsmanship will come to life" by way of a few new objets d'art.

The collection involves three main components. The first: the Herman Miller Embody Gaming Chairs, of which just 12 have been produced.

The designs take inspiration from FAILE's Deluxx Fluxx experience, a combined art space, music venue and nightclub with locations in New York City and Detroit.

Exclusive prints, one-of-one sculptures, unique Embody Gaming Chairs: Explore FAILE and Herman Miller Gaming's debut collaboration, a celebration of the joy, character, and spirit that inspires play everywhere.

<https://t.co/ep3HwiUcZ3> pic.twitter.com/OrzM37f9Va

One hundred handcarved wooden “Joysticks” and three custom prints created specifically for Herman Miller Gaming represent the collaboration’s last two pillars, and will be available for purchase on Oct. 1.

From Sept. 27 through Sept. 29, shoppers can stop by the brand’s Gansevoort store in New York City to catch a FAILE and Deluxx Fluxx for Herman Miller Gaming art installation promoting the launch.

“With gaming culture, there’s so much about color and fantasy and the experience of these wild things coming to life,” said Patrick McNeil and Patrick Miller, founders of FAILE, in a statement.

“We felt that was not yet celebrated through the Embody Gaming Chair,” they said. “We saw this as an opportunity to bring that to life and showcase the chair not only as a design object but also as an art object.”

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