



PROJECT SUMMARY

CLIENT

APTN
2010 Vancouver Olympics

DESIGN FIRM

AKA Creative Group

PRODUCT

Kruze Chair

APTN

The Winter Olympic Games are a winter multi-sport event held every four years. February 2010 saw Vancouver, Canada, welcome athletes from 82 nations, as they hosted the 21st Winter Olympics.

APTN (Aboriginal Peoples Television Network) broadcasted live coverage of the Winter Olympics throughout the event. An Indigenous network, APTN provided 10 hours of daily coverage with commentary in a variety of Aboriginal languages, as well as French and English.

AKA Creative Group approached Tayco about incorporating the contemporary Boss Design Kruze chair. Andrew Kinsella, designer at AKA Creative Group, comments on their decision to specify Kruze: 'We used Kruze in our original pitch as it complemented the contemporary design of the set and brought added warmth to the host area. We contemplated using the Simple Chair from Keilhauer and a couple of Herman Miller task chairs, but after careful consideration we chose the Kruze chair because it's modern design, warm tone and functionality worked perfectly with our Olympic set design. The ability to get the Kruze chair with adjustable seat height was also very important in it's suitability to the hosts needs.'



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