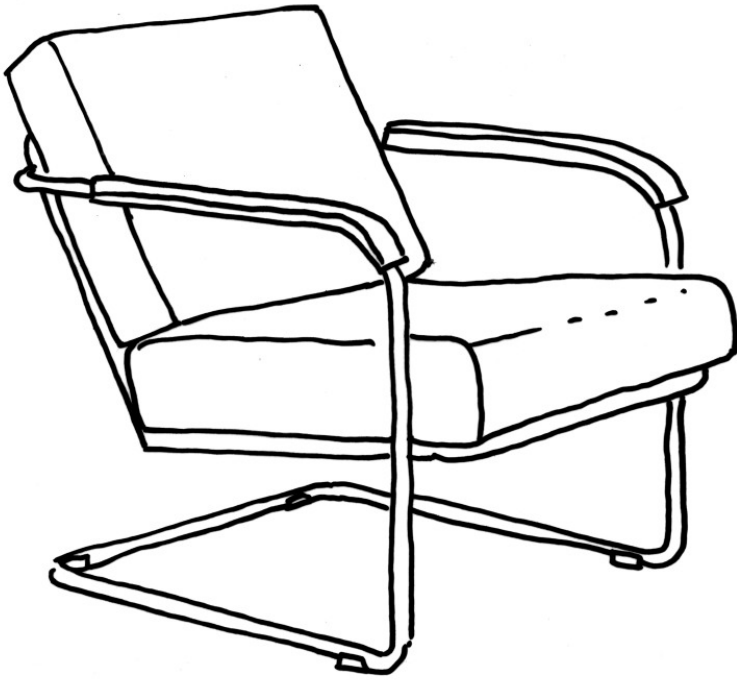


## Moser Armchair



“Away from fashionable seasonal items and on toward enduring standard products!” The Swiss Werkbund’s rallying cry heralded the furnishing needs of modern “liberated living” circa 1930. Exemplary of this change in priorities is the furniture program designed for the Werkbund’s Neubühl housing development in Zurich and originally marketed by Wohnbedarf AG. The architect Werner Max Moser (1896–1970) designed the comfortable Moser Armchair for the living room, which was produced by the Embru-Werke in Rüti under the name “Wohnbedarf-type” Model 21. Thereafter, a much more affordable version without the extra cushions was sold as the People’s Armchair for 75 Swiss francs, and finally a garden chair with ash slats was produced. Since 2001, Embru has been producing the unobtrusive and elegant Moser Armchair as Model 1435. The slightly springy cantilever chair with adjustable seat frame is available in an array of colors, with fabric- or leather-covered seat and back cushions, and with armrests painted glossy black or in natural ash, oak, or walnut.

Moser Fauteuil  
Werner Max Moser, 1930  
Embru-Werke AG, CH

<https://www.eguide.ch/en/objekt/moser-fauteuil/>