



MASSAGE THERAPIST PER GJEDING: ALIGNED WITH YOUR BODY IN MIND

David Rowland's 40/4 chair fits perfectly with the body philosophy of Danish massage therapist and master of body care, Per Gjeding. "The problem with other chairs which lead to a stiff, locked sitting position is that they close off key functions, which ensure that the body distributes the right substances to the brain and muscles. It's a major reason why people's concentration lapses in learning, meeting and conference situations." As Gjeding sees it, the solution is better sitting comfort for the body, which he finds in the 40/4 chair "When you sit in the 40/4 chair, your metabolism rises and the gastro intestinal system enjoys better conditions. This is crucial for blood circulation."

THE PROOF IS IN THE BLOOD PRESSURE

Gjeding performed an experiment just to prove his point with one of his clients, a trained swimmer named Mathias. After taking a long walk on a step machine, Mathias was asked to sit on an upholstered dining chair, where his muscles were tensed, his back was stiff and he couldn't stretch. Conversely, when he sat on the 40/4 chair, the support in the seat and back allowed for the blood to circulate and his muscles were loose and relaxed. The proof was in his blood pressure, which measured higher in the dining chair than in the 40/4 chair.

IMPOSSIBLE TO SIT INCORRECTLY

According to Gjeding, "The 40/4 chair makes it almost impossible to not sit correctly, largely due to the anatomically correct form of both the seat and the chair back. Quite simply, the two curves of the chair have been made to fit together with a 'rump'. This relaxes the back, because a hip function is used instead." In Gjeding's opinion, with the 40/4 chair by HOWE, he has found what he himself calls "the best chair in the world".