

Focus on sustainability – Sedus sets an example furnishing CAMPUS GERMANY at Expo 2020 Dubai

The German Pavilion at Expo 2020 Dubai focuses on the subtheme of sustainability. At the Expo, the motto says it all: The exhibition in Dubai is pursuing the ambitious goal of becoming one of the most sustainable Expos ever. In addition to the generation and use of clean energy, water consumption is reduced by using intelligent systems. The pavilion, CAMPUS GERMANY, has also been designed and constructed with closed-loop systems in mind: The entire building will be dismantled after the exhibition and recycled and reused as far as possible.

Sedus is supporting this important message: The German furniture manufacturer is the exclusive supplier of furniture for all the important meeting points at CAMPUS GERMANY, from the offices and conference rooms to the restaurant and VIP lounge. "When selecting the furniture, we were not only interested in design and functionality, but also in the environmental footprint of the furniture and the sustainability concept of the manufacturing company," explains Christian Tschersich, Associate Partner at LAVA – Laboratory for Visionary Architecture, responsible for the architecture and the spatial concept of CAMPUS GERMANY. "In this regard, Sedus Stoll AG impressed us not only with its holistic thinking in the design and products, but also, in particular, with its diverse and long-standing entrepreneurial commitment."

Pioneer in sustainability

"For us, sustainability is not just an empty cliché that we adorn ourselves with – it is deeply rooted in our DNA," explains Ernst Holzapfel, Head of Marketing at Sedus Stoll AG. "It is not only because of comfort and ergonomics that Sedus products create a sense of well-being. The environmental principles that characterise the company's daily activities are also of great importance. As early as the 1950s, when the term "environmental protection" did not even exist, Sedus was already committed to the careful management of resources."

This is also reflected in Sedus' contribution to the Expo. All products that you find in Dubai have been produced in Germany in compliance with the highest quality standards. After the World Exhibition, the pieces of furniture will be refurbished by Sedus and not simply disposed of. Thus, the company closes a gap by giving the products a second life. "After refurbishing, we will use our furniture for other projects and also resell it to interested customers at a reduced price," explains Holzapfel.

Restaurant, conference rooms, VIP lounge and work stations – furniture from Sedus shapes important meeting points at CAMPUS GERMANY

The CAMPUS GERMANY restaurant features models of the meet bistro table, the se:spot design chair, the turn around swivel chair and the meet bistro chair. The conference rooms are fitted with mastermind conference tables and crossline swivel chairs from Sedus. In the VIP lounge, the sophia meeting islands, the se:spot design chairs, the on spot vero club chairs and the meet bistro tables form a cosy ensemble for visitors to the Expo. The work stations in the pavilion are home to the height-adjustable se:lab e-desk workstations in combination with the se:lab twin double workstations and the meeting and se:assist lifting desks. The three desk options are complemented by the office swivel chairs for multi-user workstations, se:flex. "At Expo

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The logo for Sedus, consisting of the word "sedus" in a bold, lowercase, sans-serif font.

Dubai, we can demonstrate the diversity of our solutions for the modern office – and we are very proud of that," says Holzapfel.

If you would like to find out more about Expo 2020 Dubai and the topic of circular construction, we recommend reading a brief interview with the architect of CAMPUS GERMANY, Christian Tschersich, on the Sedus blog, 'WHAT'S UP?': <https://whats-up.sedus.com/en/connecting-minds-creating-the-future/>

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