

Outstanding achievement: Sedus receives the German Design Award for the se:lounge chair

Today more than ever, exceptional design means finding answers to the challenges of our time. Circular thinking, sustainable product development and a design approach that emphasises longevity are just a few keywords that make new products unique. Every year, the international jury from the German Design Award honours these groundbreaking design achievements. In the "Excellent Product Design Furniture" category, the se:lounge chair from Sedus has now been chosen as the winner and honoured with a German Design Award 2023.

"The timeless form and the concise material aesthetics of the one-piece PET felt shell create a striking image through which the se:lounge chair creates a special atmosphere in the room," is how the jury of the German Design Awards commented on their decision. "A beautiful product that radiates warmth, inviting comfort and casual elegance."

"We are particularly pleased that the jury has honoured the se:lounge chair with a German Design Award," explains Ernst Holzapfel, Head of Marketing at Sedus Stoll AG. "With this multifunctional armchair, Sedus has made it a goal to combine the use of sustainable materials (made of PET felt), with ergonomic and harmonious design, along with a high degree of comfort. Homeliness and well-being in everyday life and in all living spaces, whether at home or in the office, are celebrated. Sedus sees the jury's design award as a confirmation and a high form of recognition for a successful concept."

se:lounge – shaped for more comfort

se:lounge has a one-piece PET felt seat shell, which is made from shredded PET bottles. It is 100% recyclable. The contour and height of the backrest provide optimum body and head support. The integrated armrests create a stylish side finish. The organic contours convey harmony, whilst the seat pan and the handmade upholstery round off the comfort.

The elegant design, which is reminiscent of a cosy wing-back chair, allows for a wide range of applications. In addition to intermediate zones in open-plan offices, rest and retreat areas, lounge and reception areas as well as management offices, se:lounge is also an ideal piece of seating furniture for relaxing at home.

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se:lounge – design that is always suitable

A harmonious environment contributes significantly to well-being and productivity. Thoughtfully designed furnishings, pleasant material and surface combinations as well as a choice of colour accents optimally complement the overall appearance. The four Sedus colour schemes, Smart Balance, Urban Living, Soft Being and Multi Creation can be used to design working environments and suitable se:lounge settings. In addition to the seat shell, it is possible to select the armrest wings, as well as the seat and back upholstery, in different colours. This creates many diverse and individual combination possibilities.

The leg frame can also be customised: In addition to the classic colours, such as clear white, black or polished aluminium, why not opt for colour highlights, such as cayenne red, fjord green or sand beige.

Optionally, the se:lounge model can also be fitted with a black, freely swivelling writing tablet. This makes spontaneous work on a laptop a comfortable experience. If you want to take levels of comfort one step further, a comfortable ottoman addition is also available. So you can put your feet up while you work and relax away from the hustle and bustle of the office.

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