

Multiple awards: Modern chair design from Sedus wins numerous awards in 2023

Today more than ever, outstanding design means finding answers to the challenges of our time. Circular thinking, sustainable product development and a design standard that emphasises the longevity of the design are just a few of the keywords that make new products unique. The development and design of chairs in particular often becomes the focus of attention. Whether four-legged or swivel chairs, whether with full upholstery or membrane, whether for working or relaxing, a modern chair design convinces with its "look & feel".

Scoring three times: Sedus receives Red Dot Awards for excellent design

The Red Dot Award is the distinction for high design quality. The international jury only awards the coveted seal of quality to products that demonstrate outstanding design. Sedus won no less than three Red Dot Awards this year for the hybrid swivel chair se:air, the modular office chair se:kit and the lounge chair se:lounge.

"For us, the Red Dot Award is one of the most important awards in the design industry," explains Ernst Holzapfel, Head of Marketing at Sedus Stoll AG. "The triple recognition from the jury of the Red Dot Award strengthens us in our mission: to create products that are not only visually appealing, but which also enrich people's lives. These are solutions that not only meet aesthetic demands, but also intelligently combine aspects such as the responsible use of materials, ergonomics and premium quality."

"Best of Best": se:air receives renowned Iconic Award

In addition to the Red Dot Awards, the hybrid swivel chair se:air by product designer Konstantin Thomas has also received the Iconic Award in the category "Best of Best". "When designing se:air, the aim from the outset was to reduce a swivel chair with excellent seating comfort to the essentials in terms of design," explains Thomas. "We replaced the conventional swivel chair mechanism with mono-material kinematics, which allowed us to pursue a lively aesthetic in order to focus very specifically on the product's mobility. This resolution is also reflected in the transparent knitted membranes, which meet the highest ergonomic and ecological demands, give the product a certain lightness and thus avoid the use of PU foams. The concept also follows a sustainable approach, as se:air combines all functions in a few components, reduces complexity to a minimum and guarantees good separability of materials."

Thomas' design approach convinced the international jury: "With se:air, Sedus presents an innovative office swivel chair that redefines the subject of seating comfort and also impresses with a striking, unmistakable look. The idea of mono-material kinematics replaces conventional complex movement mechanisms in a clever way and, supported by the separation of seat and backrest as well as the body-pleasing knitted membrane cover, promises a special sitting experience."

Sedus Press Office

Bernadette Trepte, real communications, Barbarastraße 70, 50735 Köln

Telefon 0221 26136742, E-Mail sedus@real-communications.com, www.real-communications.com

Sedus Pressestelle / Sedus press office

Christof-Stoll-Str. 1, D-79804 Dogern, Tel. +49 7751 84-320

Winner of several awards: se:lounge sweeps up three awards

After se:lounge received the German Design Award at the beginning of the year, the Red Dot Award and the Iconic Award have now been added to its list of accolades. The jury of the Iconic Award explains the decision as follows: "The lounge chair, which is ideally suited for both the office and the home, conveys trend awareness and comfort through its equally harmonious and dynamic lines. Whether as an island of tranquillity, for concentrated retreat or as an inviting gesture in the reception area - se:lounge convinces with versatility and durability at the same time. The shaping of the one-piece PET felt shell, in combination with the upholstery, offers not only good ergonomics but also outstanding comfort."

Sedus Press Office

Bernadette Trepte, real communications, Barbarastraße 70, 50735 Köln

Telefon 0221 26136742, E-Mail sedus@real-communications.com, www.real-communications.com

Sedus Pressestelle / Sedus press office

Christof-Stoll-Str. 1, D-79804 Dogern, Tel. +49 7751 84-320