

“Design with Purpose, Surge for Smiles”: Sedus launches workshop series in cooperation with Surge for Water and Bond Interiors

Thanks to the work of Surge for Water tens of thousands of people and various communities now have access to safe water, sanitation, and hygiene. This life-changing impact frees children and women from long water journeys, allowing them to focus on education, entrepreneurship, and caring for their families.

Sedus is proud to continue supporting this beautiful mission that resonates deeply with the values and corporate culture of the internationally well-known office furniture brand. “Our vision is ‘We really care’”, explains Ernst Holzapfel, Marketing Director of Sedus Stoll AG. “We believe in the responsibility we bear as a company – for our customers, our employees and our environment. This attitude drives our actions and our innovations.” Sedus belongs to two charitable foundations, the Karl Bröcker Foundation and the Stoll VITA Foundation. Two thirds of our profits flow directly back into these foundations and are invested exclusively in social and sustainable projects. These include support for disadvantaged children, educational initiatives, and environmental protection measures.

Believing in the power of giving back, this year the team of Sedus Middle East challenged themselves to do more. Together with Surge for Water and Bond Interiors, Sedus launched a special project to engage the Design Community. “It all started with one simple question”, explains Joelle Nader, Managing Director Sedus Middle East. “We asked ourselves: What happens to our fabrics? How many companies have scraps of fabrics and material taking up space in the office and do not know what to do with it? Instead of discarding them, we could create something meaningful that brings a smile to a child. That was the first step towards our new workshop series ‘Design with Purpose, Surge for Smiles’”.

Using leftover fabrics from the showroom of Sedus, design libraries and the production site, creatives from the A&D community in Dubai are crafting together with the team of Sedus supportive essentials like blankets, backpacks, or pencil cases for children in need. Each workshop participant will design and create at least two items: A quantity of the designed items will be manufactured in Dubai will be sent to Africa; one will be kept in Dubai for an auction at the end of 2025 at the Surge Gala dinner where 100% of the money raised will be donated to Surge for Water. The first workshop was held on 28 February at the showroom of Sedus (Al Bourooj Street 11, Concord Tower, Office No. 2403-2404 Dubai) and Bond Interiors factory in Dubai Industrial City. Nine more workshops are planned until the end of 2025.

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What the participants of the first workshop have to say

Joelle Nader, Managing Director Sedus Middle East explains:

“Sedus is proud to continue supporting the beautiful mission of Surge for Water, which resonates deeply with our own values. Surge for Water and Sedus share a common mission to make life easier for disadvantaged people and give back to the community. But our support goes beyond financial aid: we are creating a tangible project that marries sustainability and compassion: ‘Design with Purpose, Surge for Smiles’. We were thrilled to have with us Say Studio team who contributed with compassion and creativity to evoke a smile on the children’s faces. Their design will be more than just a product, it will make a real difference. “

Laila Al-Yousuf, Co-founder of SAY Studio and Co-founder of Surge for Water Dubai says:

"I feel truly blessed to witness how Surge for Water continues to inspire our partners to take meaningful action. Sedus, a long-standing supporter, has joined forces with Bond Interiors to transform discarded fabrics into essential products for those in need. And at SAY Studio, we were honoured to be the first invited to take part in this incredible initiative and are grateful to be part of a community that turns compassion into impact!"

And Saad Moaswes, Managing Director, Bond Interiors adds:

“As the Managing Director of Bond Interiors, I’ve always believed that true design goes beyond aesthetics – it’s about creating lasting impact. Our collaboration with Sedus, Surge for Water, and the UAE design community reflects this very ethos. To see discarded fabrics given new life, and to know that these efforts are reaching those in need, is both humbling and inspiring. I am deeply proud of our team and partners for embracing a shared vision where sustainability and compassion lead the way. Together, we are not just building spaces – we are building hope.”

These heartfelt words reflect the spirit of the initiative – where creativity meets compassion, and design becomes a tool for positive change.

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