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## AWARDS

## Swurve wins Red Dot for High Design Quality

Keilhauer's Swurve has been recognized by the prestigious Red Dot Awards in the 2021 product design category.

As one of the winners of this highly competitive program, Swurve will be displayed in the Design on Stage exhibition at the Red

Dot Design Museum in Essen, Germany, from June 2021 to May 2022.

Swurve is Keilhauer's first carbon neutral office chair that features flowing lines and contained proportions. Designed by Canadian designer Andrew Jones, it works in all office spaces, bringing an organic feeling into the room with distinctive design details.

Swurve has been a project of passion for the company's Design for Environment team. Keilhauer took every possible step to reduce carbon emissions, from sustainably sourcing materials and responsible manufacturing, to a carefully planned end-of-life and recyclability plan. Where carbon emissions remain, such as during transportation or that accrued over the length of its usable life, Keilhauer invests in carbon reduction and climate change mitigation projects to offset them. Verified by third parties, every Swurve sold will produce net-zero carbon emissions.

"The winners of the Red Dot Award: Product Design 2021 were particularly impressive this year," said Professor Dr. Peter Zec, founder and CEO of Red Dot. "The design of their products is excellent, in terms of both the aesthetic and the functionality. It's not easy to prevail in such a strong field of competitors and to win over our jury."

The Red Dot Award: Product Design recognizes the best products for a given year. The roughly 50 jurors were made up of an international panel of experts.

Swurve can be seen in the online exhibition on the Red Dot website starting June 21, which marks the beginning of the Red Dot Design Week when this year's award winners and Keilhauer will be celebrated online.

From June 22, Swurve will also be included in the Design on Stage exhibition in the Red Dot Design Museum Essen, where all of the award-winning products are showcased. The Red Dot Design 2021/2022 yearbook comes out in August. The publication provides a comprehensive overview of the state of the art and trends in product design.

