

KEILHAUER

Swurve wins Red Dot for high design quality

Keilhauer's first Carbon Neutral office chair recognized by international design competition



red*dot* winner 2021



April 12, 2021 (Toronto) – Keilhauer is proud to announce that one of their products has been recognized by the prestigious Red Dot Awards in the 2021 Product Design category. The international jury has awarded Swurve, Keilhauer's Carbon Neutral office chair, the distinction of a Red Dot, which stands for high design quality. 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 currently onsite at all Keilhauer showrooms for in-person viewing in North America.

The Natural Solution to Multi-Use Meeting Rooms

Swurve is Keilhauer's first Carbon Neutral office chair that features flowing lines and contained proportions. Designed by renowned Canadian designer Andrew Jones, Swurve is an elegant solution for all office spaces, bringing an organic feeling into the room with distinctive, sculptural design details.

As Keilhauer's first Carbon Neutral product, 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. Verified by third parties, every Swurve sold will produce net-zero carbon emissions.

Red Dot CEO Professor Dr. Peter Zec on the laureates

"The winners of the Red Dot Award: Product Design 2021 were particularly impressive this year. 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. Consequently, I want to congratulate the laureates very sincerely on their success," said Professor Dr. Peter Zec, founder and CEO of Red Dot.

Evaluation platform for good design

The Red Dot Award: Product Design dates back as far as 1955 and recognizes the best products for a given year. The roughly 50 jurors were once again true to the motto "In search of good design and innovation" in the 2021 competition. The international panel of experts comprises specialists from a wide variety of sectors. They scrutinised the products entered in the competition in a process that spanned several days and were guided by assessment criteria such as the product's formal quality, ergonomics and longevity.

Swurve in exhibitions, online and in the yearbook

Swurve can be seen in the online exhibition on the Red Dot website from June 21, 2021. That date also marks the beginning of the Red Dot Design Week, during which this year's award winners and Keilhauer will be celebrated online.

From June 22, 2021, Swurve will also be included in the exhibition "Design on Stage" in the Red Dot Design Museum Essen, where all of the award-winning products are showcased. Visitors to the museum can experience the quality of the designs in a space that features contemporary design solutions and historical industrial architecture. The Red Dot Design Yearbook 2021/2022 comes out in August. The publication provides a comprehensive overview of the state of the art and trends in product design.

About Keilhauer

Founded in 1981, Keilhauer is a privately owned, design focused contract furniture manufacturer. Keilhauer manufactures seating and tables for all the areas of the organization where there is an exchange of ideas. Keilhauer products are thoughtfully made to support communication and engagement in spaces such as meeting rooms, collaboration areas, lobbies and lunchrooms. Working with world-renowned furniture designers, Keilhauer is internationally recognized for award-winning design, built with extreme craftsmanship, to the highest environmental standards. The company is headquartered in Toronto, Ontario. For more information, please visit Keilhauer.com.

About Andrew Jones

Andrew Jones is a Canadian furniture designer working for international manufacturers of contract, outdoor, and residential furniture. With an MA in Furniture Design from the Royal College of Art in London and a degree in Architecture from the University of Toronto, Jones has worked for more than 20 years designing furniture and architectural interiors. This dual experience forms the foundation of his work: designing furniture fit for purpose and place. Jones's design projects have been featured in numerous international publications, and exhibited in Canada, the United States of Britain, Japan, and Italy. His work is part of the permanent collections of the Royal Ontario Museum and the Design Exchange, in Toronto. Andrewjonesdesign.com

About the Red Dot Design Award

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 entries, the Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after distinction "Red Dot" has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. More information is available at www.red-dot.de.

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Press contact at Keilhauer:

Emma Hamilton
PR Coordinator
Emma.Hamilton@keilhauer.com
(437) 235-4507

Press contact at Red Dot:

Julia Hesse
Senior Manager PR & Communications
Red Dot GmbH & Co. KG
Martin-Kremmer-Straße 14-16
45327 Essen
Germany
Phone: +49 201 838885-58
j.hesse@red-dot.de
www.red-dot.org/press

