

## Savo showcases the future of office seating at Stockholm Design Week 2025

Following its successful debut at 3daysofdesign in Copenhagen, Savo's thought-provoking exhibition 'Studies in Seating' returns with new research, fresh curation, and updated insights for Stockholm Design Week 2025. The exhibition invites visitors to explore the culture of sitting and the factors shaping the modern office chair – a workspace staple where many spend up to eight years of their lives.

Located on the ground floor of IOFFICE on Sveavägen in central Stockholm, the exhibition will run from 3-8 February.

Attendees will have the opportunity to:

- Discover curated materials: Savo's extensive reference library will be available to the public.
- Engage with interactive research: Delve into original data on work habits and Savo's rigorous, human-centric design methodology.
- Experience future-forward seating solutions: Three iconic Savo chairs will be on display, in addition to an exciting new product launch – a continuation of the award-winning Savo Soul family.

### Unveiling Savo's new product: Savo Soul Air

A highlight of the exhibition will be the reveal of Savo's latest innovation, Savo Soul Air. The next evolution in ergonomic office seating, Soul Air is constructed with a hygienic mesh back and seat for improved airflow and effortless cleaning. With Flexi Back™ technology that adapts to the user's weight and movements, it delivers exceptional comfort and spinal support with minimal adjustment.

Lightweight and durable, Soul Air is crafted with 79% recycled mesh material and a foam-free air-based structure, making it 97% recyclable and a testament to Savo's commitment to sustainability.

Sales of Savo Soul Air begin 3rd March, 2025.

### Curated events

Throughout the week visitors can meet Savo's seating experts, who will be available to discuss personal sitting habits and provide tailored advice for improving posture and comfort. An event on the evening of 6th February will be hosted by Dezeen's editor-at-large Amy Frearson and feature industry thought leaders, including Savo's CEO Craig Howarth, design studio Form Us With Love, and CEO of Superlab Niklas Madsen, who will take to the podium to delve into the future of office seating.

"Workplaces are evolving, and so must office seating. At Savo, we believe in creating designs that not only support health and productivity but also reflect our responsibility to the planet. Soul Air proves innovation, sustainability, and human-centric design are a powerful combination, shaping the future of how we work and sit," says Craig Howarth, CEO of Savo.

Save the date: 3-8 February, 2025 at IOFFICE, Sveavägen 34, Stockholm

Visiting hours: Monday-Friday 09-19, Saturday 10-15

**About Savo**

Scandinavian office chair pioneer Savo has spent over half a century raising the bar for workspace seating standards. An industry leader with a legacy of innovation deeply embedded in its DNA, the company creates premium workplace seating that blends functionality with clean aesthetics. Designed to adapt to the user's body, not the other way around, each chair is highly intuitive and reflects the latest human-centric research. Savo is committed to sustainability and embraces a circular economy approach, using a modular design that extends product life through easy repairs and updates.

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