

Savo is showcasing its innovative design collaboration with Form Us With Love: Spine is a modular platform that offers seating for dynamic interiors.

Swedish furniture manufacturer Savo will begin the 2023 design year by launching Spine, an innovative new product, at the Stockholm Furniture Fair 7–11 February. Spine, which was developed in collaboration with the Form Us With Love design studio, is a unique modular office seating platform created to meet the growing demand for flexibility.

The design collaboration between Savo and Form Us With Love took off when both parties realized that like so much else, furniture must also be adapted to suit constantly changing working methods and environments. The result is Spine – a modular platform that erases the border between product design and adaptability for the whole office.

The idea behind the modular platform was born out of the need for workplaces to grow or shrink over time, thus also requiring furniture that can be updated, individually modified and rebuilt. With flexibility and mobility as its primary characteristics, Spine can be adapted to current needs and be rebuilt over and over again.

“Spine’s design breaks away from the conventional image of an office chair and the platform has style at many levels. Through a choice of materials and colours, Spine is able to go from neutral to an eyecatcher that takes its rightful place in a room or indeed the entire office”, says John Löfgren, Creative Director and Co-founder of Form Us With Love.

As its name suggests, Spine acts as a backbone with infinitely variable settings for adjusting the height of back and neck supports. The modular, flexible design allows the platform to be used or changed at will while maintaining the same expression throughout the office. Spine becomes a unifying theme that links everything from the meeting room to touchdown areas in office and studio settings.

“Instead of developing yet another chair, we combined our collective knowledge with Savo’s design philosophy and created a platform that meets the need for seating that can be tailored to suit changeable environments. Tomorrow’s workplace will be even more adaptable, and Spine raises flexibility to a whole new level and makes hybrid furniture a reality”, says Craig Howarth, Chief Commercial Officer at Savo.

Stockholm Furniture Fair is the world’s biggest meeting place for Scandinavian design, and it brings together the best in furniture for homes and public spaces. Spine will be presented in Savo’s stand C11:41 7–11 February and will be available for purchase in March 2023.

In brief

- Modular platform
- Available in 6 different versions; 4 in standard heights and 2 high with foot rings
- Frame in black paint or sandblasted aluminium
- Swivel base in black, white and polished aluminium
- Sound absorbing neck supports in two sizes
- Infinitely variable settings for adjusting the height of back and neck supports
- Sales begin March 2023

About Savo

Since its founding, Savo has pioneered the way modern work chairs look and function in Scandinavia. Chair production began in Norway back in 1945, but it was during the 1970s that Savo was established as a specialist in office seating. Savo drives the development of sustainable office chairs with the best user experience through innovative premium products with intuitive designs. Savo's motto is 'Pushing the Seating Experience' and it continues to challenge the standard for the office chairs of today and tomorrow.

Om Form Us With Love

Form Us With Love was founded in 2005. It is an international design studio based in Stockholm and has received many awards. The studio was also among the top five on the Fast Company's annual list of the world's most innovative design companies; it is represented at MoMA and regularly listed for Dezeen's Design Studio of the Year.

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