

## Savo presents STUDIES IN SEATING

An exhibition designed and curated by Form Us With Love for 3daysofdesign, 12–14 June 2024.

In a new exhibition, innovative Swedish furniture manufacturer, Savo shares the results of its inquiries into how, where and why we sit at this pivotal moment in the world of work. The new exhibition, which will be installed as part of FRAMING at The Odd Fellow Palace for Copenhagen's annual 3daysofdesign festival (12–14 June), is designed and curated by Form Us With Love to encourage a culture of research by delving into new data, inviting visitors to engage with material from Savo's intriguing design reference library and expands upon its rigorous methodology with an interactive research space. Also on display are examples of Savo's superb workplace seating solutions that demonstrate how analysis becomes form.



“With office workers spending an accumulated eight years on average seated at a desk, the culture of sitting is ripe for an exhibition,” says Craig Howarth, CEO Savo Office Seating. “Demonstrating our design principles, Studies in Seating explores the factors that shape one of society’s most commonplace yet under-examined pieces of design. Despite having played a vital role in industry, commerce and creativity for over a century, the future of the modern ergonomic office chair is far from predetermined. Our exhibition with Form Us With Love comes at a time when we at Savo are paying increasingly close attention to rapidly occurring changes in technology and work habits.”

### In brief

- Studies in Seating is an exhibition curated by Savo and Form Us With Love (FUWL) for 3daysofdesign at FRAMING, located in The Odd Fellow Palace, a stunning mid-1700s venue in the heart of Copenhagen.
- The exhibition includes a visually rich display of three striking Savo chairs: 360 and Soul designed by Olle Lundberg, and the recently released Spine by FUWL.
- Building on 3daysofdesign's 'Dare to Dream' theme, visitors are invited to reflect on their own vision for the future of the seating landscape in the interactive research space.
- Visitors can take a break in comfort, charge devices, share ideas and engage with a selection of materials from Savo's intriguing design reference library, including important books tracing the history of workplace ergonomics.
- Savo's intention is for each visitor to leave Studies in Seating with a new appreciation for the office chair's role in their daily lives and a curiosity about the wider future of work.
- Press breakfast tours will be held each morning of the festival with Savo and Form Us With Love as exhibition guides. Coffee and food supplied by a leading local supplier.

### The new world of work

The provision of a seat that will support a worker in relative comfort for the duration of their work day is a fundamental part of the story of the modern office. Tastes and materials have changed, there have been innovations in mechanics and, perhaps most crucially, significant advances have been made in the study and implementation of ergonomics that have improved wellbeing and prompted legislation. But with an increased focus on workspaces that are conducive to productive social interaction, the normalisation of flexible working, and the rise of the pop-up office, the office chair as we know it may soon lose its seat at the table.



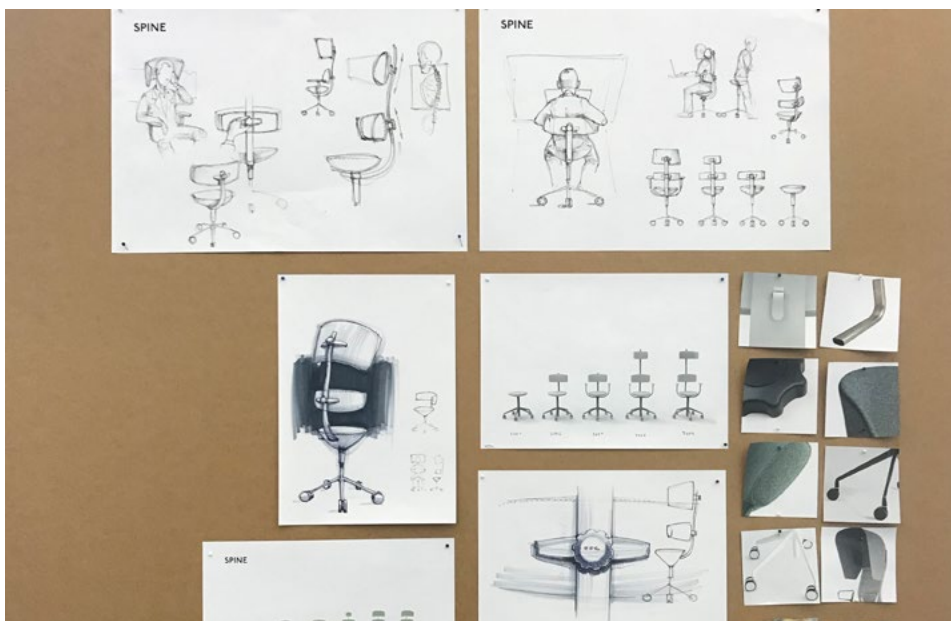
Studies in Seating's unflinching, data-led look at these developments, cements Savo's position as an innovative leader in its field, confident in its potential for evolution and the central role it will play in this new world of work.

### Explore Savo's workplace seating solutions

In the first room of Studies in Seating, visitors encounter a vividly hued display of variations on three striking Savo office chairs that reveals the level of detail inherent in each model. These include Savo 360 and Savo Soul, designed by Olle Lundberg, and the recently released Savo Spine by FUWL. The exhibition design engages bold colour to unify the story of how research and analysis becomes innovative design and exceptional comfort.

### Interactive research space

Elaborating on 3daysofdesign's 'Dare to Dream' theme, Savo and Form Us With Love have created an interactive research space designed to encourage a focus on analysis.

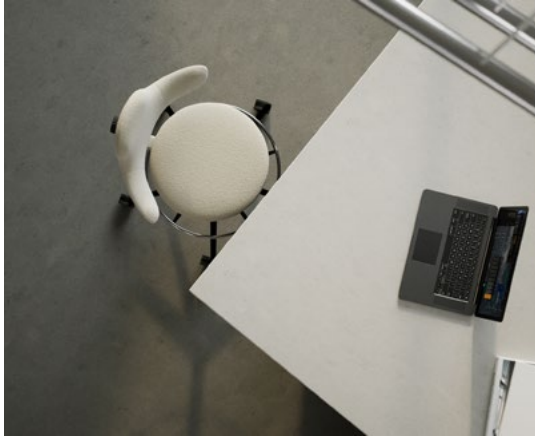


Here, visitors can contemplate their own unique ideas about the future of sitting with prompts that encourage collaborative research, creative thinking and discussion around questions of what we need next from workplace seating.

### The Savo design library

The second room of the exhibition has been transformed into a space for reading, relating and re-reading — a relaxed, comfortable environment featuring an intriguing selection from Savo's comprehensive library of books and related material on design, office seating and ergonomics.

Here, visitors can take their time to read, engage in discussion with fellow members of the design community, or simply take a break in the comfort of Savo seating while recharging devices.



### **Savo shares its research findings: we spend 8 years sat on office chairs**

At the core of Studies in Seating is research that informs Savo's understanding of workplace behaviour. The company shares its research that shows office workers spend an accumulated eight years on average seated at a desk. Findings are presented through bold visual displays designed to engage and inform with a QR code leading to an online resource for further reading.

#### NOTES TO EDITORS

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#### **Savo**

Since its founding in 1945, Savo has consistently raised the bar for office seating standards. With a legacy of innovation deeply embedded in its DNA, the Scandinavian office chair pioneer continually challenges the boundaries of ergonomics through intuitive designs and meticulous construction in every product.

Guided by its principle of "Reduce, reuse, repair, recycle", Savo focuses its sustainability efforts on product development tailored for the circular economy. The chairs are crafted using a layer-by-layer design, allowing for easy removal, repair, and updates of all components over time.

Savo was the proud recipient of the Red Dot Design Award in the Office Furniture and Office Chairs category and the Good Design award for Savo 360 in 2022. Alongside design studio Form Us With Love, the company was recognised in the Fast Company Innovation by Design Awards 2023 and short listed for the workplace design category in the Dezeen Awards 2023.

savo.com

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**Form Us With Love** is an international design studio founded in 2005. At the studio's core lies a process that blends traditional creative practices with a lean, strategic application. The central intention is to evolve with the needs of each project, its place in the market, and the ever-changing needs of real people.