



HÅG CELI

GROUND-BREAKING DESIGN FOR SUSTAINABILITY

HÅG

Celebrating movement

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Design story



HÅG Celi

"A light weight, modern, center-tilt canteen & conference chair, with high comfort and excellent sustainability."

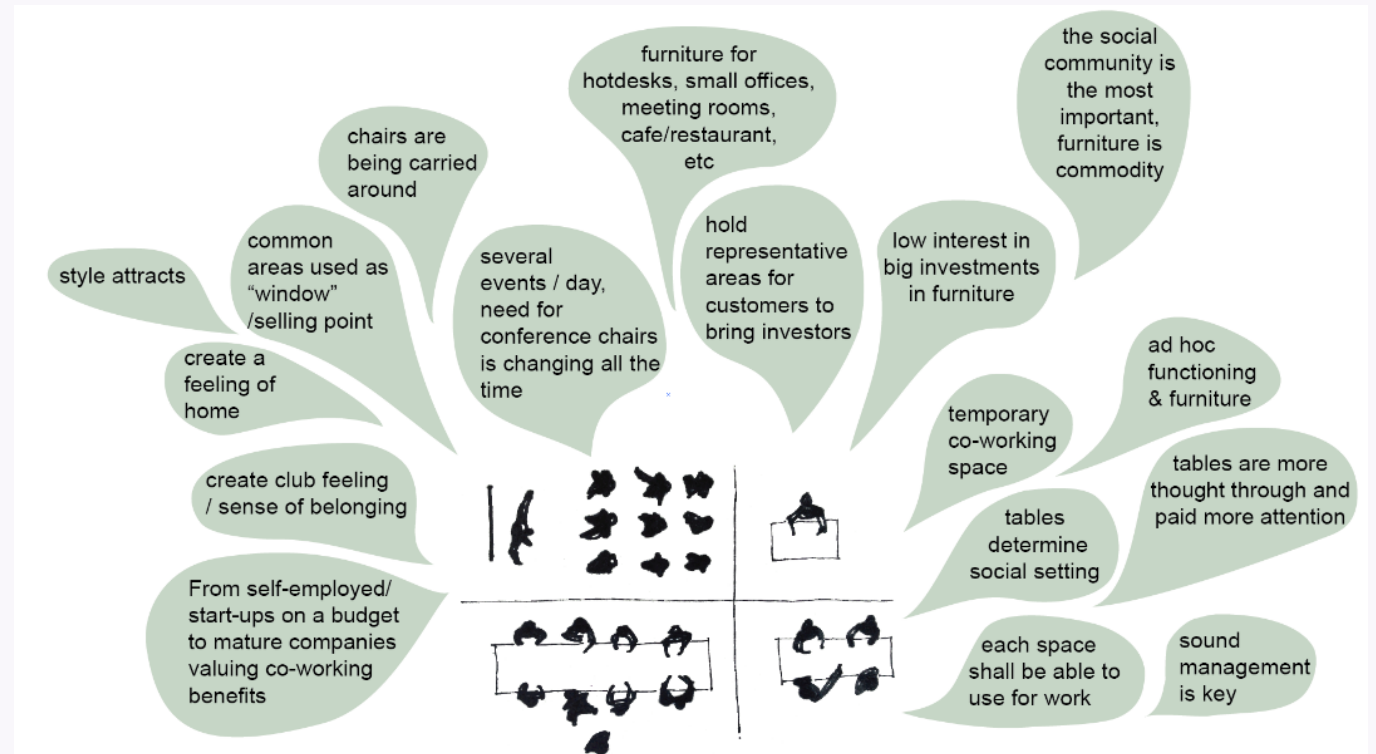
Empathy for the people we are designing for

- The HÅG Celi project grew out of the same project as HÅG Tion
- New behaviors and cultures are born on the edges, not in the mainstream.



Co-working spaces epitomize collaborative settings

- The thorough analysis of several co-working spaces, interviews with users across Europe and deep dives with experts, gave us great insights.
- One new chair series could not answer to all needs we identified.
- HÅG Celi is the second result of this research, and it is mainly addressing the open areas.



General insights

- Wherever work is done
- One chair = one friend
- Furniture can contribute to community feel
- Sustainability at the heart of everything we do. (Millennial's mindset)

A flexible, easy to use and store chair
Open, repairable and long lasting

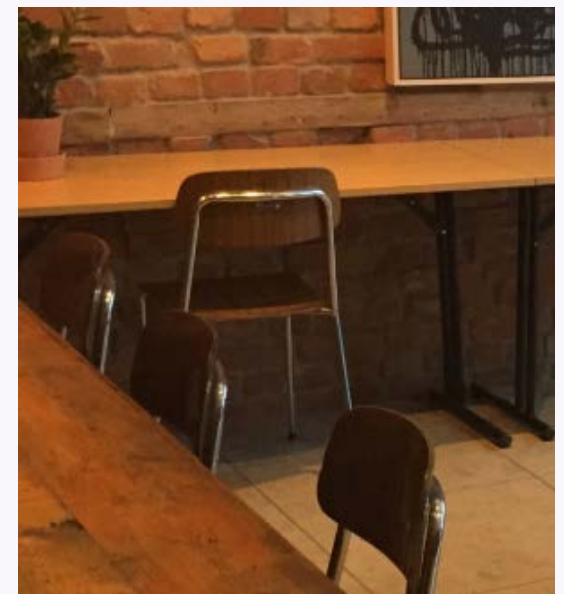


Design insights

People value simple and honestly made chairs with true origin

“Beauty is all”

Utilitarian is considered beautiful in this context



Two families to show relevance

- **HÅG Tion** - A chair family with “intermediate” functionality and features – For people who sit on and off for an hour or two, at a desk. But once in a while sit long workdays.
 - Active tilt
 - On gas lift
 - Sitting height adjustment (optional)
 - Possibly with sitting depth adjustment
 - Slim and domestic style, with a hint of personal office chair
- **HÅG Celi** - A chair family inspired by the C&C segments for people that in a less formal manner get together and collaborate. Primarily to be placed in open areas, outside of the meeting room.
 - Active tilt
 - *Not* on gas lift
 - Beautiful & stylish with a hint of visual comfort
 - Inspiration from café and domestic

Both chair families should have a style and functionality that fit various office contexts.
Thus, having an open-ended solution space for their use.



The designers

- Anderssen & Voll (Oslo)
- Hunting & Narud (London)
- BIG-GAME (Lausanne)
- Flokk design team – the LAB



Flokk design team



Design Concept

Same conceptual foundation as HÅG Tion

- Open, repairable long lasting product architecture
- Providing HÅG Movement wherever work is done
- An archetypic product typology uniquely executed

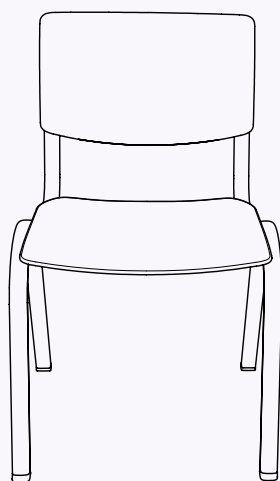
For open areas, events and gatherings

- Stackable
- Light weight
- Robust and utilitarian

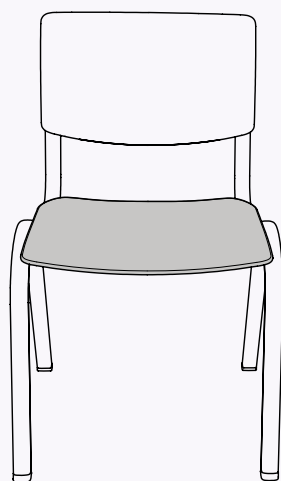
The collection, materials & fabrics



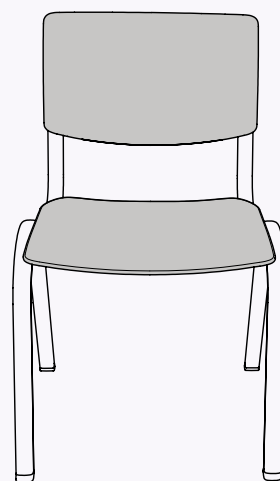
Models overview



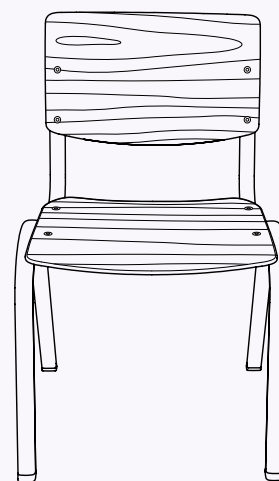
9100
plastic seat
and back



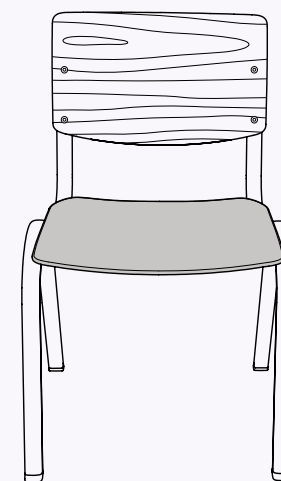
9140
Upholstered seat,
plastic back



9160
upholstered seat and
back



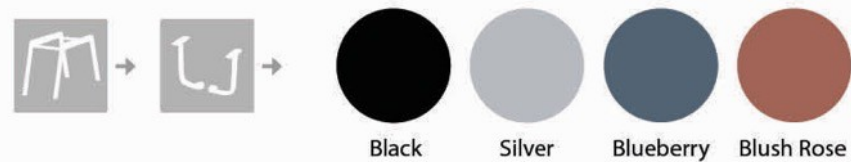
9200
wood seat
and back



9240
upholstered seat,
wood (ash) back

Colours & materials

Harmonizes with the HÅG Tion palette



Textiles

- Introducing HÅG CeliKnit™, a new upholstery solution in 6 beautiful colours
- Only available for the plastic models 9140, 9160



CeliKnit
Black
(S)



CeliKnit
Crowberry
(S)



CeliKnit
Blueberry
(E)



CeliKnit
Moss
(E)



CeliKnit
Harvest
(E)



CeliKnit
Chestnut
(E)



Feature options

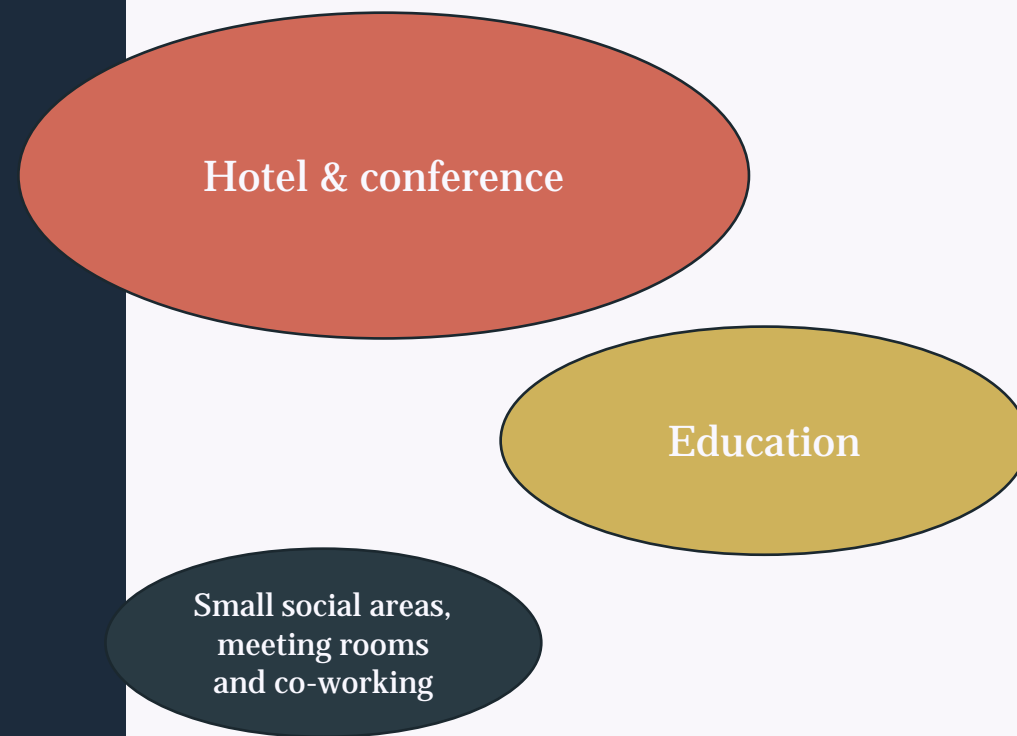
- Armrests
- Row connector
- Table hook
- Upholstery seat and back

Segments



Most relevant segments

- Hotels & conference represent a big opportunity with everything from larger conference halls, dining rooms to small meeting rooms
- Educational sector with the best opportunities in higher education (universities/college) and private sector
- Opportunities in social areas, meeting rooms and co-working areas must be carefully considered















Sustainability

Pioneering sustainability

From waste to high-end furniture

- 83% re-used materials
 - 94% post-consumer PP
 - 75% post-consumer extruded aluminium
- Welded frame ensures high strength, durability and long life
- Easy to dismantle and repair



Made according to Flokk 5-III principles

- A good example of a product that follows the circular principles we believe result in sustainable design
- These principles, which we call 5-III, comprise of five circular design criteria, with emphasis on three particular focus area – climate, resources and health
- In designing the HÅG Celi, we followed these principles very closely - the result is our most sustainable canteen & conference chair to date

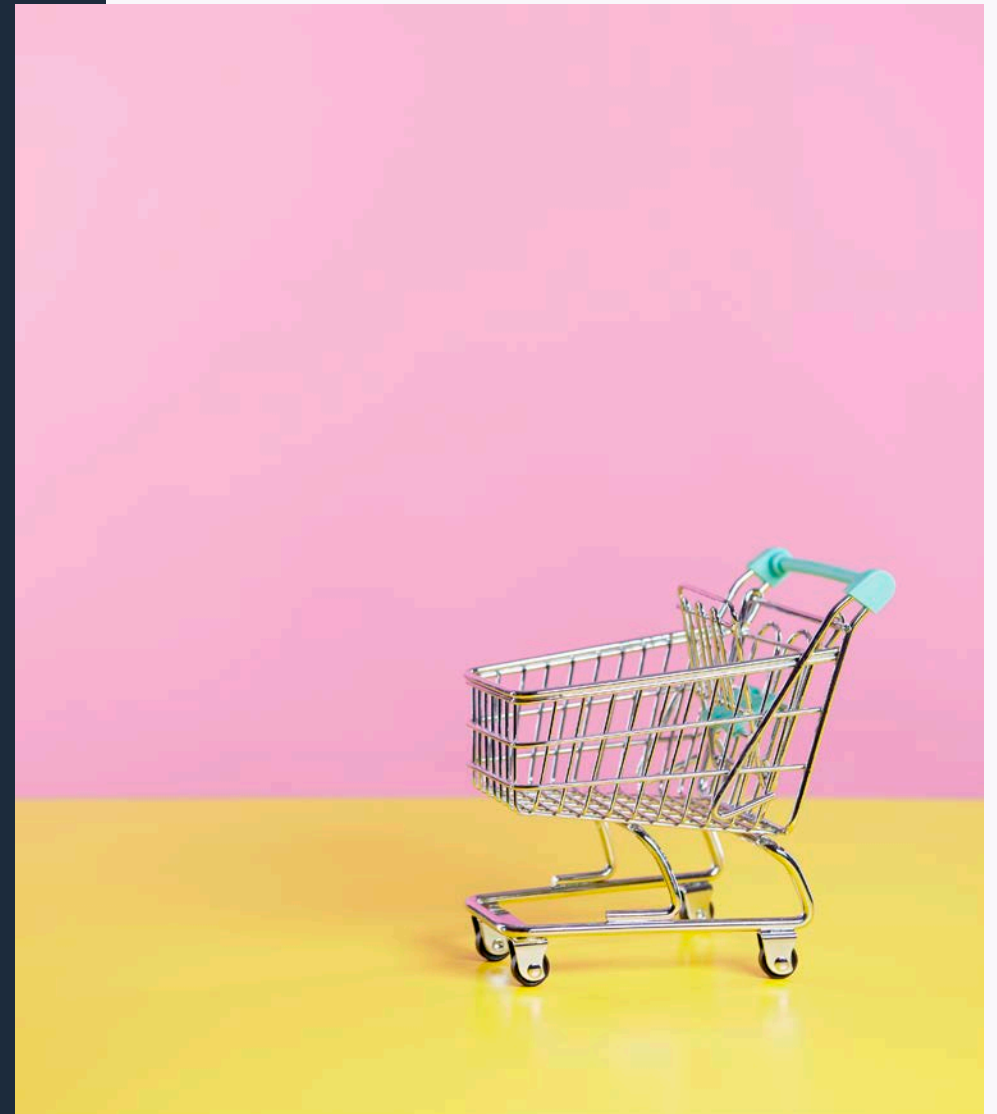


Sales tools



Sales tools

- Landing page
- Moodboards digital
- 3D-renders
- CAD files
- Colour & material swatch
- Fact sheet / Assembly & userguide



End