

StandUp
CHOICE



MATTING



A chair for future generations

When we decided to add a chair to our range, it seemed natural to target the next generation and our future customers – young people.

For our “Innovation Day” project, we invited young people interested in design and studying design at Alströmergymnasiet to contribute their thoughts on wholesome choices for the furniture of the future.

Lots of great ideas emerged during our joint series of workshops, and one of them was the embryo of our CHOICE chair. A completely new chair concept with new-generation design in terms of function and aesthetics, developed for simplicity and lightness. The basic concept behind this chair is to make it easy to switch between standing and resting, for a healthy and more active life. We worked together with designer Dan Ihreborn to refine the basic concept from these young people, and this culminated in the CHOICE. Made in Sweden from durable materials, this chair’s timeless Scandinavian design means it looks every bit as great at home as it does in the office.



- **Optional flexible seat height**
- **Mobility when sitting**
- **Counteracts a static sitting posture**
- **Removable padded seat with Velcro attachment**
- **Straightforward and easy to move away**
- **Stackable and easy to stow away**
- **Replaceable parts and reusable for long life**
- **5-year warranty**

” Developing a product without a vision of the future doesn't allow the idea to progress, it's just a repeat of the same need. ”

Designer Dan Ithreborn



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