

## Press Release

[For immediate publication]

Subject:

"Good Design" --- "The new Classics"

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### **“Good design is good business” 2010 starts with three design prizes for Interstuhl!**

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„Good design is good business“: that is how IBM President Tom Watson jr. put it in the 1950s and this phrase is still valid until today. Quite the contrary: the importance of design has even increased in the global markets of the 20th century. The level of design has also permanently increased – not only in the high price segment but also in the down market.

In 2009, interstuhl products received renowned design prizes like the "Red Dot Award" and the "if Award" and in 2010, Interstuhl can seamlessly continue this success. With the "Good Design Award" from the Chicago Athenaeum Museum of Architecture and Design and the award "The new Classics" from the magazine "Schöner Wohnen" a wide product range – Hero, Fit and Silver – was awarded at the beginning of the year.

The Good Design Award is one of the oldest, most traditional and renowned design prizes. Host, organiser and donator is the Chicago Athenaeum Museum of Architecture and Design. Further to the immense collecting activity, the museum sees it as its special task to promote good design in all parts of life – from urban planning and architecture via product design through to graphic design – and to

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make a wider public aware of exemplary design performances by awarding these every year. The museum receives about 3000 applications from over 40 nations every year. The jury which consists of company representatives, international diplomats and experts from the design and art scene decides according to criteria such as innovation, form, material, engineering, concept, function, usefulness and aesthetic impression.

In 2009, the editors of "Schöner Wohnen" and a competent jury of architects, designers and interior architects asked themselves which furniture items from the last decade have already or will achieve classic status. The chosen winners convince with the highest aesthetic quality and – in the jury's view – will influence our future lifestyle.

It is especially pleasant for interstuhl that the awards are spread over the widely diversified product portfolio of interstuhl. After last years' efforts to enforce the design element in all product ranges, interstuhl can now reap the fruits of this labour. "Our seating furniture has always set the benchmark on an international level due to its excellent price-performance ratio and its well-engineered ergonomics. In many markets in which the demand is completely satisfied, we can only win out over our competitors with other, better products. And here the good design of the interstuhl products is one of the distinctive features", says Werner Link, Managing Director of Interstuhl. "Good design is good business".

2009 was also for Interstuhl a difficult year. After the successful year of 2008 with a turnover of 117 Mio Euro the economic crisis reached the Swabian Alb. Although the company could hold its ground better than many competitors, the worldwide turnover collapsed. But in a crisis like this exactly these awards strengthen the position in a highly competitive market.

To ensure and strengthen this progress, we have a new research and development centre as well as a new communication centre.

This shows how much emphasis Interstuhl puts to the highly complex interaction between design and production processes. If all this would be "normal" in the conventional way, the increasing advance could not be hold. The Swabians prefer to focus on design and innovation, but also on ecology and sustainability. A track that leads into a healthy future.