

Ascent series wins Red Dot Award for high design quality



reddot winner 2021



The future of beam seaters is placemaking, and modular that invites inter- action

“The idea for our new Ascent Series was born out of discussions and workshops with architects on the topic of how the future public space will look like. The public space has changed drastically in design and technology, but somehow the furniture still looks the same as it did in the 50s—straight rows of seating with no added value than a place to sit. We wanted to challenge that and create something playful and functional that welcomes the user to interact”, Jonas Ekholst, Head of Design at Green Furniture Concept.

Emotional and functional de- sign empowered by sustainability

Sweden, 2021-04-12.

The in-house design team at Green Furniture Concept has designed one of the world’s most sustainable and modular beam seating systems for public spaces. Just recently, Ascent received the Red Dot Award for Product Design 2021.

Red Dot CEO Professor Dr. Peter Zec on the laureates “The winners of the Red Dot Award: Product Design 2021 were particularly impressive this year. The design of their

products is excellent, in terms of both the aesthetic and the functionality. It’s not easy to prevail in such a strong field of competitors and to win over our jury. Consequently, I want to congratulate the laureates very sincerely on their success,” said Professor Dr. Peter Zec, founder and CEO of Red Dot



The new Ascent Series is a modular beam seating system designed for large scale interiors and waiting areas. Gently curved and a triumph of three-dimensional design, Ascent is unique, placemaking, configurable, and truly seamless. Architects are sure to recognize and celebrate the possibilities. With Ascent, the



limitations of straight-backed, straight-angled beam seaters are no more. This new series can be configured to fit the structure of any building and guide people's flow. Also, Ascent creates 30-40% more space than conventional seating systems. The modular concept offers the possibility to reconfigure and adapt quickly when new demands are needed in the ever-evolving public spaces.

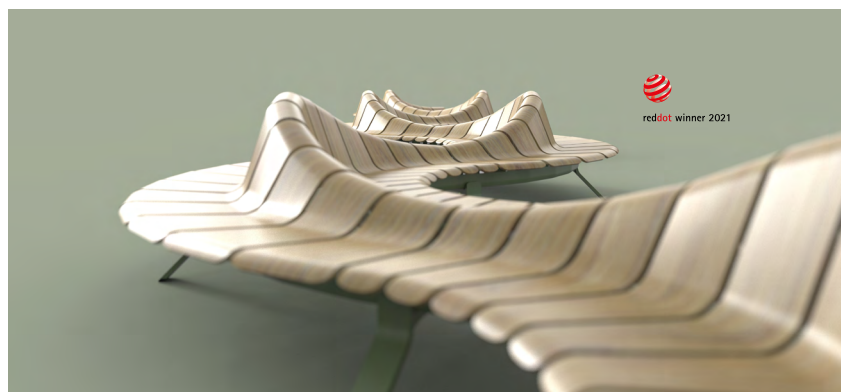
considered in every step of its life cycle. By using finite materials such as aluminum and steel with a substantial grade of post-consumer recycled content. Our wood comes exclusively from certified sources, and we make sure that each part can be separated for maintenance, refurbishment, and in the end, material recycling." Joakim Lundgren, Head of Sustainability at Green Furniture Concept.

"The Ascent series is emotional, but at the same time, a highly intelligent interpretation of a beam seater. At first, you will notice the flowing shapes and warm texture of the wood. Architects can use their inner child to play and build floor plans, both two- and three-dimensional, with unique transition modules. Our Scandinavian design heritage is visible through a minimalist and honest design, inspired

Material choices for a circular design

Since sustainability is a foremost priority, Green Furniture Concept has teamed up with Hydro to introduce CIRCAL. A low-carbon aluminum, guaranteed to contain at least 75% post-consumer recycled material, was used for the beams.

"We wanted to ensure that the material values of Ascent were



Modular concept to create a unique place

by the mountains and ocean around us. Secondly, you will be happy to see that all the requirements are there. Easy to clean, reconfigurable, stacka-



ble, hidden electricity, tables, armrests, chargers, easy to maintain and future proof with an ever-evolving series.”, as described by Jonas Ekholst.

Jonathan Nilsson, CEO at Green Furniture Concept; “Like all our furniture, Ascent is space-saving, durable, easy to maintain and designed for visitor satisfaction. We have been thinking about how to evolve the beam seater areas for a long time. Ascent is the result. We have designed a toolbox for architects and designers to play with, and we’re so excited to see what they can create with this modular system that offers many possibilities”.

Ascent in exhibitions, online and in the yearbook

Ascent can be seen in the online exhibition on the Red Dot website from 21 June 2021.

That date also marks the beginning of the Red Dot Design Week, during which this year’s award winners will be celebrated online.

Green Furniture Concept makes placemaking sustainable design for public interior areas. Configurably winding, seamless seating and acoustic lighting from Green Furniture can be found at airport terminals, universities, schools, offices, railway terminals, and healthcare receptions all over the world. Places like Dublin Airport, Topanga Mall (LA), London Victoria Station, and Stockholm Central Station.