



## Red Dot: Best of the Best – Girsberger's G 125 wooden swivel chair receives the highest award for design

### Key information:

**Girsberger's G 125 wooden swivel chair has won the Red Dot: Best of the Best award for the best design quality and pioneering design. It evokes the company's early days, when Girsberger made a name for itself as a specialist for chairs with its height-adjustable piano stools. The Camiro work&meet swivel chair was also awarded a Red Dot by the jury.**

Bützberg, 2 April 2015. – The G 125 wooden swivel chair, designed by Mathias Seiler, Head of Design and Marketing at Girsberger, was named the Best of the Best at this year's Red Dot Award. The jury of 38 awarded this highest individual accolade for pioneering design to just a few products among the 4,928 entrants.

G 125 owes its name and existence to the idea to commemorate the company's 125-year anniversary with a special product: a swivel chair made from solid wood with a modern twist. G 125 evokes the early days when Girsberger made a name for itself as a specialist for chairs with its height-adjustable piano stools, and later advanced into a pioneer for office swivel chairs made from solid wood. However, the traditional wooden swivel chair disappeared from the market altogether around fifty years ago. G 125 is an independent new interpretation of the classic that

was Girsberger's mainstay for decades. In line with company tradition, G 125 is made almost entirely at the Bützberg factory in Switzerland.

"In the case of office swivel chairs in particular, there is once again a clear trend towards simplicity," says Mathias Seiler of his design approach in a discussion with the publishers of the Red Dot Design yearbook. "Functionality and adjustability have been continuously expanded in the last few decades and have led to a very technical type of product. Suddenly, people are now looking for simple but aesthetically pleasing office swivel chairs. G 125 is a clear alternative to normal swivel chairs."

Professor Peter Zec, initiator and CEO of the Red Dot Award, says: "For 60 years, the most respected design experts have been meeting in Essen once a year to present awards to the best designs. This year we received a record number of entries, with almost 5,000 products submitted. This was a huge task for our judges, who evaluate every single product, and the high standard of entries also lends special significance to the awards. The winners of the Red Dot Award: Product Design 2015 have produced something truly exceptional and thus earned their victory in the world's largest design competition."

The Red Dot: Best of the Best prize is G 125's second accolade following the iF Design Award. Furthermore, another Girsberger model also enjoyed success at this year's Red Dot Award: the new Camiro work&meet swivel chair was also awarded a Red Dot by the jury for its product design. Camiro is a comprehensive swivel chair range and was designed for Girsberger by Martin Ballendat.



Camiro work&meet swivel chair – Red Dot Design Award 2015

**About Girsberger**

Girsberger has now been developing and producing innovative seating solutions for 125 years. Our range focuses on swivel chairs and conference and lounge furniture for use in offices as well as public and commercial buildings. The Girsberger Dining collection, comprising tables, chairs and sideboards constructed primarily of solid wood, complements our range of fine furniture. In addition to producing furniture, Girsberger Customized Furniture designs complete seating and table concepts according to architects' individual specifications. Girsberger Service & Remanufacturing reconditions and restores anything from seating furniture to complete auditorium seating. From Koblenz, close to the border with Germany, our wood trade unit supplies furniture manufacturers and carpentry businesses with top-quality solid wood. The origins of the furniture manufacturer Girsberger go back to a woodturner's workshop, which was founded as a family enterprise in Zurich in 1889. Today, the international company group is managed by Michael Girsberger, who is the great-grandson of the company's founder. Girsberger has sales companies in Germany, Austria, France, Benelux and Turkey; the company's headquarters are in Bützberg, near Berne. It manufactures its products in Bützberg, Switzerland and Endingen, Germany.

For more information, visit [www.girsberger.com](http://www.girsberger.com)

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Photos of G 125 and Camiro can be downloaded from Girsberger's image database in both Internet quality and high resolution: <http://presse.girsberger.clickit.ch/portal/Information.aspx>



