

# Materia wins the Red Dot Award.

Materia with office and production facilities in Tranås, Sweden, has been awarded a product design prize in the world's largest competition. Clip easy chair and Frame easy chair have both won the Red Dot Award.

The jury's motivation is based on how Materia has been uncompromising, competent and very brave in choosing its designs.

"We are very proud to receive the Red Dot Award. It just does not cut it that a shape is beautiful to look at. There also has to be a purpose behind the design that makes life easier for users," says Materia's marketing manager Tobias Söder.



Design: Fredrik Mattson

**Clip** is an exciting piece of furniture with a strong individual expression which is neither a table, chair or easy chair. It is rather all of these at once. By moving in the borderland between many pieces of furniture, it works as a link between sofas and desks and can be used in many different ways. Clip is designed by Fredrik Mattson.



Design: Ola Giertz

**Frame** was inspired by picture frames. The simple rectangular shape forms a graphical and versatile piece of furniture. You can sit in the middle of it like on a stool or straddle it and use one of its sides as a backrest. In contrast to normal seating furniture, both the sides and top of Frame enclose the user. It closes out the world and gives the feeling of being in a room of its own. Frame is designed by Ola Giertz.



## reddot award 2015 winner

The Red Dot Award is the world's largest and most renowned product design award. Almost 5,000 entries from 56 different countries were submitted in 2015.