

Newcomer behind the scenes.

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Design meets news.

MATERIA®

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Being designated Materia's Newcomer is more than just the award itself. Besides a young, inexperienced designer getting the opportunity to launch their design in a global market, they also gain valuable insight into how a product is produced, from sketch to finished piece of furniture.

Materia's Newcomer is selected through a competition. Anyone is welcome to take part, the only requirement is that they are not already an established designer. Once the closing date has expired, Materia's Product Council determines who will be Newcomer of the Year. What they're looking for is a designer with an idea that pushes the boundaries, challenges ingrained behaviour and conventional interior design.

When the Product Council has found their winner, a close cooperation begins between the product development department and the designer. The piece of furniture is not finished once the sketch is produced. It has to be converted into a commercial product adapted for large scale production. This phase is creative too, and requires the designer's active involvement. The different components which make up the piece of furniture are ordered in different versions to test different prototypes before we come up with the best solution. For our latest Newcomer, Lean In, we covered everything from different hardness of foam to cushion shapes. Every detail is assessed, and the care we take over detail characterises our furniture. With Lean In, this is particularly noticeable with the upholstery and stitching.

When the piece of furniture is completed, it is ready for the launch at the Stockholm Furniture Fair. The Newcomer is often one of our products that gets the utmost attention at our stand, and it continues to attract interest throughout the year.

[Click here](#) to take a closer look at our 2016 Newcomer, Lean In, designed by Kaja Solgaard Dahl.

To Lean In



A better workplace

We are proud to have met the requirements of the OHSAS 18001 standard. This is an international certification for occupational health and safety and shows that we work actively with staff commitment, well-being and safety.

Read more



See our news live

Our inspiring exhibitions in Tranås, Stockholm, Gothenburg and Oslo have been updated with this year's new products. As you may have already heard, we have recently completely redone our showroom at our head office in Tranås. Please pay us a visit!



Meet our designers on YouTube

On our YouTube channel, you can hear all about our new products Modulo, Pax and Lean In directly from the designers. Here you'll also find all our videos, for example the film about us at Materia.

To the videos

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