

Press Releases

Steelcase 'SILQ' honoured at 2019 Good Design Awards

SILQ was recognised with a 2019 Good Design Award in Australia, acknowledging it as a breakthrough in seating design.

SYDNEY July 16, 2019 – Steelcase was granted a Good Design Award® for the innovative breakthrough, SILQ chair, at the 61st annual Good Design Awards Ceremony.

Given the history behind the Good Design Awards, and the calibre of entries, Steelcase is thrilled to be honoured as a 2019 recipient. These highly respected awards date back to 1958 and indicate great distinction in design in Australia. This year, SILQ was recognised among an abounding 654 design entries.

Andrea Albiez Dealer Business Manager of Steelcase Australia explains: “The calibre of products submitted was incredible. It is truly an honour to be a recipient of the Good Design Award – and to be in such great company leading design in Australia with so many breakthroughs are coming from this creative market. SILQ is a product that has already been so positively received here. This cements our momentum as an innovator. Its stunning aesthetic quality is also really helping shift perceptions – we have so many new, fresh and beautiful products.”

Steelcase aims to design and provide products and services that support wellbeing in the workplace, and SILQ is no exception. SILQ was essentially created with comfort and simplicity in mind. Through research, Steelcase identified that in many instances, particularly in conferencing settings and shared spaces, people often don't take the time to make ergonomic adjustments to their chairs.

The design teams sought to create a chair that was more organically responsive and mechanical – a chair that would adapt to support the moving human body. The first step was laid in exploring the properties of carbon fibre, an extremely suitable material, not widely accessible and affordable. Through comprehensive research in materials science, Steelcase was successfully able to come up with a process to create a high-performance polymer, naturally strong and flexible, it could respond to the movements of the human body as carbon fibre would.

SILQ makes things simple – it accommodates everyone and offers excellent support without the need to make adjustments. This is a chair that is uniquely receptive to movement, creating an astoundingly comfortable experience that only requires one adjustment to make one adjustment: height.

Because of SILQ's essential and refined form, it can become a stunning canvas for individual expression. Steelcase offers a variety of material combinations that allow users to play with unique appearances that can be customised for any workspace.

In addition to the Good Design Award, SILQ earned the Red Dot Award: Best of the Best in the Product Design category in 2019.

About Good Design Australia and the Good Design Awards

Good Design Australia is an international design promotion organisation responsible for managing Australia's annual Good Design Awards and other signature design events. With a proud history that dates back to 1958, Good Design Australia remains committed to promoting the importance of design to business, industry, government and the general public and the critical role design plays in creating a better, safer and more prosperous world.

www.good-design.org

About Steelcase Inc.

For more than 107 years, Steelcase has provided insight-led solutions to create great work and education experiences for the world's leading organisations. Our family of brands, includes Steelcase[®], Coalesse[®], Designtex[®], PolyVision[®], Turnstone[®], Steelcase System[®], Orangebox[®] and AMQ[®]. Together with our partners, Viccarbe, Bolia, Microsoft and Microsoft, we offer a comprehensive portfolio of furniture and technology products and services. In addition to the Sydney and Melbourne direct sales presence, Steelcase has a global network, that includes over 800 dealer locations.

www.steelcase.asia

Contact

Steelcase Asia Pacific

Cherry Wan

cherry.wan@steelcase.com

