

EFG X FORM US WITH LOVE WILL LAUNCH HYBE DURING STOCKHOLM DESIGN WEEK

EFG presents Hybe, its adaptable seating designed in collaboration with the Form Us With Love design studio. Hybe will be launched in the EFG showrooms during the Stockholm Design Week, 5 September.

EFG has designed the next generation's seating furniture in collaboration with Form Us With Love. Hybe is an all-round furniture family suitable for the changing office environment. It can be used in singles, doubles or as booths. The furniture meets the need for comfortable, mobile seating and meeting spaces in reconfigurable settings. Hybe will be launched in the EFG showrooms at Jakobsbergsgatan 22 on 5 September during Stockholm Design Week.

"In recent years, we've seen significant changes in working environments, and tomorrow's workplace will be even more versatile. A single piece of furniture will have to do more than one thing, and Hybe is the perfect hybrid for relaxation and work. You can work in it, hold a meeting or take a phone call", says John Löfgren, co-founder and Creative Director at Form Us With Love.

Hybe has a classic Scandinavian design with a soft, playful twist. With options such as a partition screen, desk and electrical socket, the furniture can take on multiple shapes and functions at the office. The version with a partition screen provides seclusion for focused work.

"Hybe is equally well suited for focused work and meetings. The design expression celebrates minimalist Scandinavian design with roots in several different classic designs", says Andreas Mattisson, Manager Product Development at EFG.

Stockholm Design Week promotes Scandinavian design and invites the design industry and general public to events in showrooms, studios and pop-up venues in Stockholm. No registration is required for the launch event in the EFG showroom, but the number of spaces is limited. Please contact us if you have any questions or would like to book a time. Hybe will be available for sale from 19 September.

In brief

- Designed by EFG x Form Us With Love
- A cross between workplace and lounge furniture
- Meets the need for dynamic, reconfigurable settings
- The versions with partition screens are sound absorbent

ABOUT EFG

The Swedish furniture company EFG has been producing high-quality, durable furniture for more than 135 years. EFG upholds form and function in our Scandinavian heritage and creates smart interior solutions that encourage people to work, meet and socialise. By designing flexible, long-lasting products, EFG drives the development of recyclable furniture and creates beloved products that are designed to last and be cherished. In line with EFG's design philosophy, the products feature a layer-by-layer design that allows components and upholstery to be replaced and repaired, making them easy to update over time. Read more at www.efg.se.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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