

## EFG WILL LAUNCH THE SELA STOOL

EFG presents Sela, a playful family of stools designed in collaboration with Norwegian design duo Berg & Hindenes. The stool will be launched in EFG's showroom on 19 May.

Together with design duo Berg & Hindenes, EFG has created Sela, a family of stools that is ideal for offices where there is a need to sit in different ways during the working day. The simple, stylish yet playful design makes the stool easy to adapt to its surroundings and seating requirements. Sela will be launched in the EFG showroom at Jakobsbergsgatan 22 on 19 May, where Berg & Hindenes will also be present.

"Sela is a multifunctional seat with a strong visual character through its saddle-like appearance. No matter which variant you choose, each stool shares the same playful expression. Small, neat and flexible, they blend in in any setting", says Steinar Hindenes at Berg & Hindenes.

Sela extends the area of application for stools as different variants are suitable for meeting rooms, learning environments, touch-down areas and other shared spaces. The design takes up little physical space, complementing its setting rather than dominating it. Light and mobile, the stool is easy to move around in a single setting, or from one setting to another.

"This is an active stool that encourages seating position changes during a meeting. The stool goes well with several of our tables, and especially with our new Continue as both products are designed to create more flexible meeting environments. No parts of Sela are glued, and they are all easy to replace and renovate, these being our fundamental design requirements", says Andreas Mattisson, Manager Product Development at EFG.

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. Sela will be available for sale from 19 May.

### In brief

- Designed in collaboration with Berg & Hindenes
- Three seat heights: Low (530 mm), medium (660 mm) and high (800 mm)
- Available with castors or runners
- Layer-by-layer design means all parts can be replaced and repaired
- Light and mobile

## 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](http://www.efg.se).

## FOR FURTHER INFORMATION, PLEASE CONTACT:

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## Press images:

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