



Focus Silver for KINETICis5: excellent design wins award once again The jury of the Focus Open 2014, the Baden-Württemberg International Design Prize, awards the Focus Silver to KINETICis5.

Stuttgart. The jury of the Focus Open 2014 has awarded the Focus Silver prize to KINETICis5. This constitutes another prestigious award for KINETICis5, following on from the Red Dot Design award in 2013 and the German Design Award in 2014.

The Focus Open is an international design prize that has been awarded under the auspices of the Design Center Baden-Württemberg since 1991. The 230 submissions made in 2014, in 17 categories, provide a clear indication of the continuing lively interest in the Focus Open. In making its judgement, the jury of the competition considered criteria such as design quality, functionality, innovative features, ergonomics, ecology, sustainability, value, appearance, emotionality and brand conformity.

Bearing this context in mind, we are particularly delighted to have received this award. KINETICis5 embodies many of the characteristics for which Interstuhl is best known. Technical perfection, German engineering, uncompromising economic and ergonomic efficiency, and a distinctive aesthetic that appeals to all the senses with its attractive technology: this is what Interstuhl stands for, and is reflected individually in KINETICis5.

KINETICis5 is a family of bar stools and standing rests that was created to play an active part in shaping communication in modern companies. Its characteristic appearance and unique concept of use make KINETICis5 a one-off in the office world. KINETICis5 consists of a standing rest, two different bar stools and a wide selection of standing tables. Each one of these items has a very individual design, and yet belongs unequivocally to the same family.

KINETICis5 creates temporary places for communication, bringing movement into the daily routine of the office. Evidence of the compelling attractiveness of this design can be seen from the enthusiastic response of our customers, and also from the feedback from experts - as currently demonstrated by the Focus Silver 2014.