

PRESS RELEASE

Everything Is Evolving: de Sede Launches Furniture for a Turning-Point in History

The Swiss furniture manufacturer will showcase a modular masterpiece at Orgatec in Cologne, the leading trade fair for modern working environments

Klingnau, October 2024 – In a world that is constantly changing, where boundaries are blurring and flexibility is becoming an elixir of life, de Sede presents a new sculpture that perfectly embodies this turning-point in history: the DS-909 Flow.

The boundaries between the different areas of life are becoming increasingly blurred – thanks to the simple conversion of properties and global connectivity, workplaces can be created anywhere in the world at any time. As a result, an idea germinated at de Sede: What if a piece of furniture could adapt as effortlessly to life as water finding its way through the landscape? The design, created in cooperation with the team at Yonoh Studio, seamlessly adapts to people's individual lifestyles and changing spatial conditions. This is thanks to the combination of different seating elements with individually positionable backrests that allow complete freedom with regard to both form and function, whether individually, grouped in a row, indoors, or outdoors.

The Art of Flowing

The modular elements of the DS-909 Flow can be combined in a variety of ways to create new formations as and when desired: a tranquil lagoon for relaxing moments or a fast-flowing current for animated conversations. The freely positionable backrests are like rocks in the river, providing support and structure while also remaining movable. Every fold in the leather and every stitch bears witness to de Sede's outstanding craftsmanship – details that tell the history of the art of flowing. The structure is lovingly brought to life piece by piece in both fabric and various leather versions.

A Loyal Companion Through Changing Times

In an era in which living rooms are instantly transformed into home offices or gardens into open-air conference rooms, the DS-909 Flow is more than a piece of furniture: it's a loyal companion in the fast-flowing river of life. Monika Walser, CEO of de Sede, summarizes: "We want the DS-909 Flow to inspire people to frequently reinvent the spaces around them. It is our response to a world that is in constant flux, where the lines between working and living, productivity and private lives are becoming increasingly blurred."

The Future of Living

The DS-909 Flow embodies our firm belief that true mastery lies in combining tradition and innovation to find solutions for future challenges. With every DS-909 Flow that leaves our factory, we send a message out into the world: Find your flow and transform your home into a place that develops with you – with the DS-909 Flow, the anchor in the fast-flowing river of life, created by the masters of Swiss craftsmanship at de Sede.

Further de Sede highlights at Orgatec 2024

DS-525 Tosca

Design: Archirvolto

Congenial Companions

The new rolling chair and bar stool from the popular DS-525 Tosca range are sociable companions that are ready for almost anything, whether drawn-out conversations, lively gatherings, or a first date. And most crucially, they're fantastically comfortable to sit on!

DS-5010 Agility

Design: Simon Busse

Sustainable seating

Together with the designers and master craftsmen at de Sede, Simon Busse took a completely new approach to sustainable seating: foldable stools made from recyclable PES and residual leather that can be simply and flexibly used and stored anywhere. de Sede is once again answering the need for flexible working environments. Matching tables, sofas, and armchairs enable the DS-5010 Agility to create perfect bubbles for flexible working.

About de Sede

An unparalleled love of detail and heartfelt passion for design are the essence of the de Sede brand. The Swiss manufacturing firm based in Klingnau makes exclusive upholstered furniture and accessories for the premium sector.

The roots of this former saddle business lie in its years of experience with high-quality leather. For over 55 years, de Sede has been producing top-of-the-range products – the result of excellent craftsmanship combined with exceptional design and the finest materials.

www.desede.ch

Media contact
Anna Rückert
de Sede AG
Oberes Zelgli 2
CH-5313 Klingnau
Tel.: +41 56 268 0101
Email: media@desede.ch