

## Press Release



### **Phoenix Design and Wilkhahn at Orgatec** Dynamics and Agility in the Office of Tomorrow

Stuttgart, 23 October 2018: At the ORGATEC in Cologne, the internationally leading trade show for modern working environments, taking place from 23 through 27 October 2018, furniture manufacturer Wilkhahn presents its new conference armchair "Intra", designed by Phoenix Design: answering the demands for increased dynamics and more agility in the office environment.

The mega-trends of society are breaking up traditional office structures, thus presenting new challenges for the furniture industry. More flexible working structures and models are revolutionising corporate meeting cultures; the increased use of co-working spaces or shared offices is asserting new claims for how to equip offices and work places with chairs that now must also provide for relaxed meetings or agile intra-group workshops. The approach for conference armchair Intra is based on Phoenix Design's core idea to develop new, dynamic forms that feed on classic citations. At the same time the aim was to design flexible forms which support the new everyday office dynamics. "Intra distances itself from universal design, moving towards a characteristic one-of-a-kind item," says **Sven Feustel, Principal Designer at PHOENIX**.

The fusion of dynamic form and function, integrated operating elements, and the all but invisible mechanism predestine Intra not only for being a conference armchair or comfortable lounge seat – this armchair even strikes a good figure in a living room.

PHOENIX has developed visions and design concepts enriching the wealth of ideas of interior designers planning offices with Intra. They have the possibility to individually combine the colours and materials of the conference armchairs – from coloured anodised aluminium frames (e.g. fusion with fabric colours) all the way to homogeneous seat shells featuring expressive fabrics and leather types.

# PHOENIX

## LOGIK

## MORAL

## MAGIE

### **About Phoenix Design:**

Phoenix Design is a studio for design and innovation, creating smart, meaningful, and substantial brand experiences which touch people – today, for tomorrow, and always driven by Logic, Morals, and Magic. Phoenix Design has received more than 800 design awards and prizes to date. Among them, more than 200 accolades within the context of the Red Dot Award: Product Design, most recently the honorary award of "Red Dot: Design Team of the Year 2018". With a clear user focus and typical for the brand: That's how Phoenix Design develops products as well as entire product portfolios. Focussed on the needs of the user and on self-explanatory interaction with the product. With the aim of bringing to life the brand identity in a way that's both brand-typical and emotionally touching. More than 75 staff at the Stuttgart, Munich, and Shanghai locations are working on creating Product and Interaction Design. More information at [www.phoenixdesign.com](http://www.phoenixdesign.com).

### **About Wilkhahn:**

Wilkhahn represents "Design made in Germany" more intensely than most other furniture manufacturers. Based on modernist fundamentals, the company (located in Bad Münde in Lower Saxony) combines first-class product and design quality with deep respect towards people and the environment. With its global distribution structure and an export share of 70%, Wilkhahn is regarded as an innovation driver for the office furniture industry also internationally. Based on interdisciplinary studies and research projects, the company – honoured with the German Marketing Award and the German Environmental Award – succeeds time and time again in identifying significant future trends and in developing new industry standards to meet them. More information at [www.wilkhahn.com/de](http://www.wilkhahn.com/de).

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