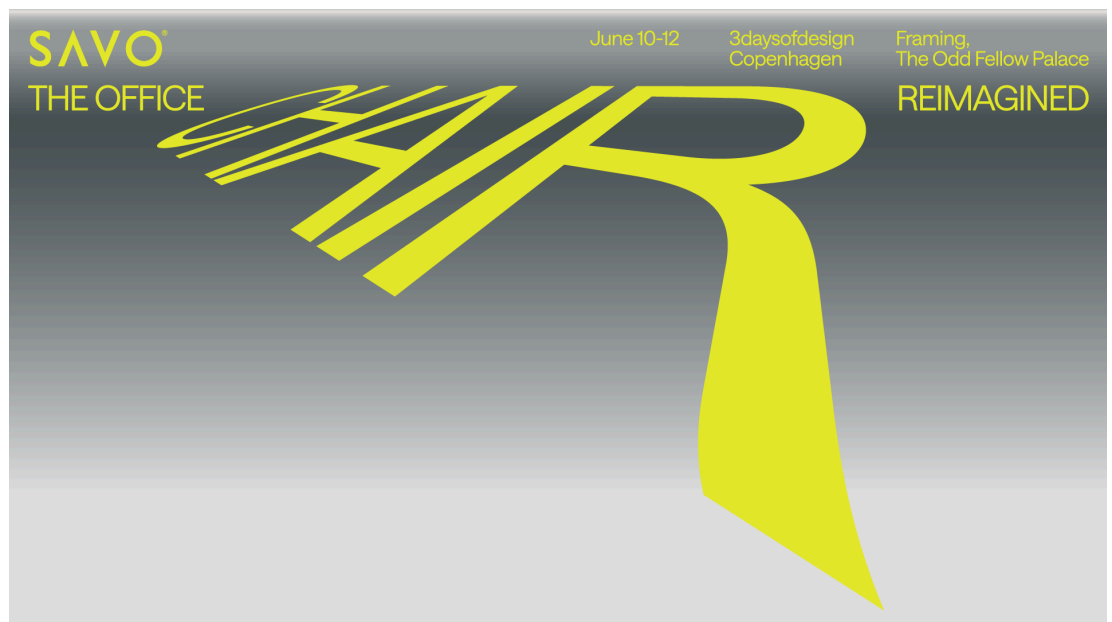


SAVO®

Savo presents “The office chair reimagined” at 3daysofdesign 2026

Tranås, Sweden, 18 May 2026 – At 3daysofdesign 2026, Swedish seating manufacturer Savo will present a new exhibition within Framing that challenges how office chairs are seen within design culture.

Titled ‘The office chair reimagined’, the exhibition responds to a simple observation: while office chairs are among the most widely used objects in everyday life, they remain largely absent from design discourse. Why?



A white paper exploring the visibility of office seating

Savo's response brings together research and creative interpretation. At the centre of the exhibition is a new white paper exploring the role and perception of office seating across design media, fairs and exhibitions. The research analyses the visibility of office seating within design culture over the last decade, asking why one of the most used objects in modern life receives so little attention.



Designers and creatives reinterpret Savo chairs

Alongside the white paper, a group of designers, architects and creatives have been invited to reinterpret existing Savo chairs through their own perspectives, demonstrating how office seating can move beyond function to become a considered design object.



The exhibition features contributions from:

- CAN Architects
- Morten Nordström
- Axel Boman
- Sarah Gotlieb
- Shawn Adams
- Christoph Kuemmecke
- Alice Morby
- Maya Njie
- studio playground with Antti Kalevi.

An interactive exhibition at Framing

Presented at Framing in Copenhagen, the exhibition will feature a series of customised Savo chairs alongside the “Joi Room”, an interactive installation inviting participation and playful engagement with office seating.

A broader conversation around workplace design

This exhibition continues Savo’s contribution to the wider design conversation.

“We spend years of our lives sitting in office chairs, yet they are rarely part of the design conversation,” says Craig Howarth, CEO of Savo. “This exhibition is a provocation to reconsider that and to see office seating in a new light through research and creative collaboration.”

The white paper highlights will be published in a limited-edition print journal at the exhibition and available in full as a digital download via Savo’s website.

Savo will exhibit at Framing during 3daysofdesign, Copenhagen, 10–12 June 2026.

Notes to editors

For press inquiries please contact:

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Download the press pack: <https://bit.ly/savo2026>

Exhibition details

Title: The office chair reimagined

Location: Framing, The Odd Fellow Palace, Copenhagen

Dates: 10–12 June 2026

Daily event: Savo's guided breakfast sessions at 10:00 each day

Savo

Since its founding, Savo has pioneered the way modern work chairs look and function in Scandinavia. Chair production began in Norway back in 1945, but it was during the 1970s that Savo was established as a specialist in office seating. Savo drives the development of sustainable office chairs with the best user experience through innovative premium products with intuitive designs. Savo's motto is 'Pushing the Seating Experience' and it continues to challenge the standard for the office chairs of today and tomorrow.

savo.com

[@savoofficeseating](https://twitter.com/savoofficeseating)

Savo timeline

1945 – Establishment

Savo was founded by Stensrud, Aulie, and Vølkner in post-war Norway, acquiring a factory from Kussius. The company originally produced steel-based utility goods – anything from ashtrays to clothes racks. Influenced by Bauhaus minimalism and Scandinavian functionalism, Savo's early years focused on precision, durability, and human-centered design principles.

1970s – Pivot to office seating

In the wake of Scandinavia's widespread focus on ergonomics, Savo made a strategic pivot toward office seating. This strategic move marked the birth of Savo's ergonomic and movement-oriented design philosophy – prioritising user well-being before it became industry standard, even before Norway introduced the 1977 Working Environment Act.

1990 – Savo introduced the Floating Tilt® mechanism

Savo introduced the groundbreaking Floating Tilt® mechanism, allowing independent movement of seat and backrest. Developed in collaboration with physiotherapists, this innovation revolutionised office chair ergonomics and positioned Savo as a pioneer in dynamic seating.

2002 – Savo Maxikon: The Game Changer

The launch of Maxikon, designed by Svein Gusrud and Fredrik Torsteinsen, introduced the first screwless modular chair by Savo, promoting easy disassembly and material recycling. Its bold, expressive look set a new direction, merging ergonomic excellence with strong visual identity.

2007 – Acquisition by EFG

Savo was acquired by EFG but retained its independent spirit, culture, and brand identity. Employees describe this period as one of quiet rebellion, staying true to its values and continuing to innovate under the Savo name.

2014 – Savo Soul

Designed by Olle Lundberg, Savo Soul offered intuitive ergonomic support with its Flexi Back technology, helping the brand regain momentum among architects and workplaces. Its launch triggered a new wave of growth, re-establishing Savo's presence in the premium office seating market.

2024 – Studies in Seating

In 2024, Savo introduced Studies in Seating, a dynamic research and storytelling platform dedicated to exploring the evolving needs of modern workplaces. Through interactive research, experiments, and insights from experts and students, this initiative reaffirmed Savo's commitment to innovation, sustainability, curiosity, and human-centric design.

2027 – 100% Transparency by 2027

Savo will provide full transparency on all materials used in their products by 2027. This includes sourcing, recyclability, and health impact, as aligned with the EU Ecodesign for Sustainable Product Regulation.

2030 – Develop for Circularity: 100% by 2030

By 2030, all Savo products will have circularity as the standard: modular construction, renewable or recycled materials, and end-of-life recovery solutions including reusable components and take-back programmes.

2030 – The 100-Year Chair

Savo is always pushing our products to stand the test of time in all ways possible. To manifest this, Savo will develop a flagship chair built to last for generations, delivering on Savo's promises of timeless design, fully repairable or replaceable parts, and a lifetime service commitment.

2040 – Climate Neutral by 2040

Savo commits to achieving climate neutral operations by 2040. To achieve true change, Savo has set ambitious goals for sustainable design, sustainable materials, and responsible supply chains, with the aim of making all products completely climate neutral by 2040 – 10 years before the Paris Agreement.