

Stressless® Jazz wins design award

On 12 March it was official – Stressless® Jazz was awarded an Award for Design Excellence.



Director of Product Development Arve Ekornes and Head of Design Jan Lade at Ekornes receive the award from compère Kristine Koht. (Photo: John Petter Reinertsen/Samfoto)

The Award for Design Excellence from the Norwegian Design Board is awarded to Norwegian companies who have worked with designers and developed innovative and good products. The honour is recognition of the successful use of design to create innovative products and solutions, and is a mark of quality that we can use in our marketing.

The award was presented during Design Day 2008 in Oslo.

“This chair is aimed at a design-conscious public. Stressless® Jazz expands the customer base for reclining chairs,” says Arve Ekornes, Ekornes’ Director of Product Development. He regards the award as a very satisfying honour for a design job done well.

Sticking to a successful formula

Despite the new steel design, Ekornes has not forgotten its mantra of comfort. Stressless® Jazz is also a good chair to sit in.

“Our success in the market is based on comfortable, functional models with an easy and open design. This is a formula we will stick to, even though Stressless® Jazz is reaching out to a wider target group,” assures Arve Ekornes.

Ekornes has invested a lot in being able to produce the new stainless steel components (around NOK 20 million). Prior to this the Stressless® factory only produced wood chassis.

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Focused on the design-conscious – and won

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