

Profim wins another Red Dot! Chic Air awarded for its unique design.

The jury has reached its decision: after several days of assessing thousands of products from all over the world, Chic Air received the "Red Dot" distinction. With Chic Air, Profim and Christophe Pillet have created an outstanding design that the expert committee for the Red Dot Award: Product Design 2017 has recognised with the internationally sought-after seal of quality.

Chic Air is a light line distinguished by an exquisite, minimalist design. Compact chairs and benches are subtle and out of the ordinary at the same time, which makes them the perfect furniture for meeting spaces. Similarly styled but lower, the armchair, also constitutes an example of light design that best suits less formal but elegant rooms. The collection's angular geometric forms are combined with delicate sections of the supporting frame. Chic Air is a feast for the eyes for those who value uniqueness in furniture.

Professor Dr. Peter Zec, the founder and CEO of the Red Dot Award: "The Red Dot winners are pursuing the right design strategy. They have recognised that good design and economic success go hand in hand. The award by the critical Red Dot jury documents their high design quality and is indicative of their successful design policy."

Manufacturers and designers around the globe were also invited to enter their products in the 2017 competition. The jury of around 40 independent designers, design professors and specialist journalists tested, discussed and assessed each individual product, awarding the Honourable Mention for a well-conceived detail solution, the Red Dot for high design quality and the Red Dot: Best of the Best for groundbreaking design. In total, the competition received more than 5,500 entries from 54 countries this year.

The Red Dot Award: Product Design 2017 will culminate in Essen on 3 July 2017 during the Red Dot Gala award ceremony.

*Collection available from second half of 2017.

More information:

Katarzyna Górka
PR Manager
e-mail: k.gorska@profim.pl
tel. +48 782 998 796

About the Red Dot Design Award:

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at www.red-dot.org.

About Profim

Profim is one of the leading office seating manufacturers in Europe offering swivel armchairs and chairs, visitor chairs and soft seating furniture. The company has been consistently evolving for the last 25 years and improving their products in terms of ergonomics, quality and design. Dozens of original collections released by Profim have been created in cooperation with a group of renowned designers such as ITO Design, Paul Brooks or Christophe Pillet.

About Christophe Pillet

Lucidity of expression and the search for simplicity are the key principles: in the work of Christophe Pillet the elegance is optimized. Pillet's perfect command of sensuality and refinement has made him one of the rare French designers who have gained global recognition designing hotels, boutiques and directing artistic projects in the USA, Great Britain and Japan. He has won international acclaim for the spectrum and quality of his creations. Architecture, objects, furniture, artistic direction, his signature is invariably associated with the finest brands: Lacoste, Jean-Claude Jitrois, Catherine Malandrino, Lancel, Le Tanneur International.

For Profim designed premiere collections: Chic, Chic Air and Chic Tables.

More information:

Katarzyna Górka

PR Manager

e-mail: k.gorska@profim.pl

tel. +48 782 998 796