

INSPIRING OFFICES. SINCE 1790.

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PRESS RELEASE

Sit With Us: NOOVO by Bene

The Sustainable Reinterpretation of the Classic Coffee House Chair

Vienna / Waidhofen an der Ybbs, 05.03.2025 – Austrian office furniture manufacturer Bene presents NOOVO, a modern reinterpretation of the classic café chair. Made from recycled and pure polypropylene, NOOVO combines aesthetics with functionality and offers versatile design possibilities. Designed by the Swedish studio Form Us With Love, NOOVO is a timeless piece of furniture that brings people together—whether indoors or outdoors. The combination of sustainability, versatility, durability, individuality, and comfort makes it the ideal choice for a wide range of applications. The chair is available in five colours, and its seat surfaces can be independently swapped in five different variations.

Sustainability Begins with the Right Choice of Materials

NOOVO is made from 100% recycled polypropylene without added glass fibre, ensuring pure material recycling. The entire production takes place in Europe, with full traceability of material origins. By using post-consumer recycled polypropylene, NOOVO actively contributes to reducing its environmental footprint. Additionally, the ability to replace seat surfaces extends the chair's lifespan.

Customisable Colour and Material Variety

NOOVO is available in Graphite Grey, Mud, Stone White, Ice Blue, and Jade Green. The seat surfaces offer further customisation options: Upholstered versions with premium fabrics or leather from Bene's portfolio provide maximum comfort. The classic Viennese weave option in rattan adds an elegant, traditional touch. Wooden seat surfaces are available in Natural Oak, Sylt Oak, Vulcano Oak, American Walnut, and Ash. A plastic version made from recycled polypropylene is available in the five chair colours, while the mesh option in black offers a modern, lightweight look.

NOOVO Outdoor – Weatherproof and Stylish

NOOVO is perfectly suited for both indoor and outdoor use. Thanks to its durable material and versatile seat surfaces, it blends seamlessly into living spaces, cafés, offices, terraces, and gardens.

Bene wins the iF DESIGN AWARD 2025 for NOOVO

Bene has been honoured with the prestigious **iF DESIGN AWARD 2025** for its product **NOOVO by Bene**. This globally recognised award stands for

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outstanding design and top-tier quality and has been presented by the **iF International Forum Design GmbH** for over 70 years.

With nearly **11,000 submissions from 66 countries**, Bene ranks among the very best – a remarkable achievement that highlights the company’s innovative strength.

NOOVO impressed the **131-member expert jury** with its **sustainable material concept, modular design, and elegantly stylish aesthetics**, securing the coveted seal of excellence.

From the Design Process:

What was the inspiration behind NOOVO’s design process?

Form Us With Love: We firmly believe that the office of the future will remain flexible—or become even more so. That’s why we wanted to design a chair that works in any space and enhances it—whether for a short coffee break with emails or an entire canteen. Our inspiration was the classic café and bistro chair, which conveys lightness and adaptability. At the same time, we aimed to push the boundaries of sustainability.

NOOVO embodies the timeless elegance of the classic café chair. What makes this chair unique, and what challenges did you face in the design process?

Form Us With Love: We knew that NOOVO would be used in many different settings—semi-public and fully public spaces. Therefore, the chair had to be sturdy yet sleek, detailed yet cohesive. Additionally, we integrated an interchangeable seat surface to better meet everyday needs.

How important is sustainability for NOOVO?

Patricia Möckesch, Head of Innovation & Design at Bene: Sustainability is a core part of our corporate philosophy at Bene. Our goal is to break away from conventional paths and pursue innovative approaches. This also applies to the development of our new café chair, NOOVO. From the very beginning, we committed to using only 100% post-consumer recycled material without contaminating it with other substances. That’s why we deliberately avoided adding glass fibre and focused on keeping the monomaterial pure. This decision presented significant challenges, as eliminating glass fibre required an alternative solution to achieve the necessary rigidity of the product. To accomplish this, we had to completely rethink and redesign the chair. The result is a product that not only impresses aesthetically but also consistently embodies sustainable principles.

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