

# Casala wins German Design Award 2024 with Omega

**Omega is the winner of the German Design Award 2024 in the 'Excellent Product Design' category for 'Furniture'. Casala and designer Favaretto & Partners are particularly proud that the jury of the German Design Council awarded the designation 'Winner' to the Omega chair. Winning this award underlines Casala's role as a leading specialist in stylish contract furniture, which excels in design and functionality.**

## **Design**

Omega has an industrial and minimalist look thanks to the clean lines of its steel frame. The compact dimensions and the PET felt material of the shell give Omega a minimalist character. With Omega, the frame and armrests create one organic form. The cut-outs in the shell are a distinctive detail and offer a playful view of the frame.

## **Design process**

During Omega's design process, Italian designer Francesco Favaretto of Favaretto & Partners was looking for a way to bend the seat shell around the frame. While sketching, the Greek letter Omega came to mind with its combination of round and straight lines. Omega is the last letter in the Greek alphabet and thus a metaphor for the end. In the case of the Omega chair, it symbolises the path from the beginning with recycled material to a completely new seating element at the end.

## **Seating programme**

Omega is a stylish and comfortable seating programme, recognisable by its slim felt seat shell made of recycled PET, combined with a lightweight steel frame. The Omega programme consists of chairs and barstools with different frames. The diversity of the product family makes Omega a multifunctional all-rounder for offices, canteens and break out areas, among others. Omega's felt seat shell is available in six colours. For extra seating comfort, Omega can be fitted with an upholstered seat.

## **Sustainability**

Omega's felt shells are made from recycled PET. Felt has the special properties that it is hard-wearing, soft and warm to the touch and sturdy at the same time. As much as 80% recycled steel is used in the frame. Only screws are used to fasten the frame and shell together. The stacking plate is made of 100% recycled ABS. Omega is produced entirely in the Netherlands and can be almost completely recycled after its useful life.

## **About German Design Awards**

The German Design Council, the expert for brand and design in Germany, presents the German Design Awards every year. The German Design Awards is one of the world's most renowned design competitions and enjoys an excellent reputation. German Design Awards are only awarded to innovative products and projects that represent pioneering contributions to the international design landscape. The international jury, consisting of professionals from different industries, ensures the level and quality of the nominees.

## **About Designer Favaretto & Partners**

Favaretto & Partners was founded in 1973. Reliability and proven competencies have helped the industrial design and interior design studio build long-term international relationships. Core values of the studio include relevance in the application of materials and research into innovation in form and function.

## **About Casala**

Casala specialises in manufacturing stylish contract furniture that excels in design as well as functionality. "Design linked to Functionality" is deeply rooted in its DNA and guiding during the design process. To this end, they work closely with leading designers. Over a hundred years of experience in the furniture industry guarantees that Casala furniture offers quality, comfort and ease of use.

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Attachments:

- Images Omega: [https://drive.google.com/open?id=1QBjOm-XaTAYA\\_6DbYlZXfzr2ZpBN1A1b&usp=drive\\_fs](https://drive.google.com/open?id=1QBjOm-XaTAYA_6DbYlZXfzr2ZpBN1A1b&usp=drive_fs)

- Designers story Omega: <https://casalainternational.sharepoint.com/:v:/s/collection/EacSWUi62tdApyK-eljgdgsB-tmgTGFXO8IYYxdc1e4cWw?e=OUqdtc>
- More info Omega: <https://www.casala.com/product/omega-iii/>
- More info Casala: <https://www.casala.com/nl/>
- More info Favaretto & Partners: <https://www.favarettoandpartners.com/>
- More info German Design Awards: <https://www.german-design-award.com/en/>

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