

# Humanscale

## A 'Diffrient' Perspective: Freedom Chair Turns 25

**Humanscale Celebrates 25 Years of Design, Innovation and Sustainability at Clerkenwell Design Week**

At this year's Clerkenwell Design Week (CDW) Humanscale will be celebrating 25 years of its iconic Freedom chair. From May 21<sup>st</sup> to 23<sup>rd</sup>, guests will embark on a journey of discovery, education, and entertainment through a series of engaging events and activations.

For three exhilarating days, visitors to the Humanscale showroom will immerse themselves in the legacy of Freedom, experiencing first hand its timeless allure and enduring innovation. Crafted by the visionary designer 'Niels Diffrient', the Freedom Chair pioneered the category of self-adjusting seating 25 years ago. His visionary design broke free from the limitations of traditional seating, offering unparalleled support and effortlessly adapting to each user's unique body. This revolutionary approach eliminated the need for constant adjustments, challenging conventions and putting the individual at the forefront.

As the brand celebrates a quarter-century of the Freedom Chair's transformative influence, it recognises the chair's impact on workplace wellness for countless individuals – from heads of state to corporate titans to everyday heroes.

### **The Evolution of Freedom**

At CDW a pop-up exhibition in the Humanscale showroom will trace the evolution of this true design classic, the Freedom chair. From its inception in 1999 to the latest iteration, the Freedom Ocean chair to launch later this year, guests will be able to experience first-hand how it's as relevant today as it was when it was launched. There will also be a sneak peek of the Freedom 25, set to debut this autumn. Freedom 25 is a limited edition of 250 of the iconic Freedom Headrest. Each numbered chair has a unique Freedom 25 logo, aluminium Headrest support, handle and back adjust lever and is fully upholstered in high performance premium textiles.

Humanscale was the first manufacturer to launch a task chair made with ocean plastic when it introduced the Smart Ocean chair in 2018. Following that success, Humanscale introduced the Liberty Ocean and most recently Path which was launched globally last year. These products use recycled fishing nets, widely regarded as the most harmful type of plastic in the ocean. In this way, Humanscale directly supports clean oceans by using abandoned, lost and discarded fishing nets that damage delicate ecosystems and marine life that inhabit them. The new Freedom Ocean, which will be exclusively shown at CDW, further underscores Humanscale's dedication to conscious design principles. This April Humanscale announced its certification as a [B Corporation](#)<sup>™</sup> (B Corp<sup>™</sup>), recognising the company's commitment to planet positive manufacturing, which means leaving the world better off, one product at a time.

### **A Legacy of Design Innovation**

On Wednesday 22<sup>nd</sup> May at 5pm, Humanscale will host a panel discussion looking at how design classics are made, exploring the importance of intuitive use and simplicity of form to create products

with longevity. Hosted by Johanna Agerman Ross - Conran Foundation Chief Curator at the Design Museum and founder of Disegno. Joined by acclaimed product designer Todd Bracher and other luminaries, this insightful dialogue will delve into the most significant product designs and innovations of the past 25 years, celebrating a legacy of creativity and ingenuity.

### **An Ocean of Creativity: An Interactive Upcycling Workshop**

Thursday 23<sup>rd</sup> May will see a drop-in workshop, a collaborative effort between Humanscale and Are You Mad, a conscious creative agency. Discarded fishing nets are a major threat to our oceans. But what if they could be transformed into something wonderful? Join Humanscale and Are You Mad for an inspiring drop-in workshop where visitors will not only learn how to transform reclaimed plastic from UK shores into one-of-a kind gifts but will also be contributing to a cleaner and more sustainable future.

The Humanscale showroom welcomes visitors daily from 10am to 6pm throughout Clerkenwell Design Week.

Visit Humanscale at 200 St John Street, London EC1V 4RN, and be part of the celebration of design, innovation, and sustainability.

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### **About Humanscale**

Humanscale is the leading designer and manufacturer of high-performance ergonomic products that improve the health and comfort of work life. Through new technology and human-centred design, Humanscale transforms office necessities into minimally elegant, ergonomic tools and furnishings that encourage movement wherever work happens. As a certified B Corporation, Humanscale is recognised for its planet positive manufacturing, which means leaving the world better off, one product at a time. With 29 products certified climate positive by the International Living Future Institute's Living Product Challenge (LPC), Humanscale is committed to making a planet positive impact on the earth as well as our customers, offering award-winning products designed with a focus on function, simplicity and longevity.