



EFG X FORM US WITH LOVE WILL LAUNCH HYBE DURING STOCKHOLM DESIGN WEEK

EFG presents Hybe, its adaptable seating designed in collaboration with the Form Us With Love design studio. Hybe will be launched in the EFG showrooms during the Stockholm Design Week, 5 September.

EFG has designed the next generation's seating furniture in collaboration with Form Us With Love. Hybe is an all-round furniture family suitable for the changing office environment. It can be used in singles, doubles or as booths. The furniture meets the need for comfortable, mobile seating and meeting spaces in reconfigurable settings. Hybe will be launched in the EFG showrooms at Jakobsbergsgatan 22 on 5 September during Stockholm Design Week.

"In recent years, we've seen significant changes in working environments, and tomorrow's workplace will be even more versatile. A single piece of furniture will have to do more than one thing, and Hybe is the perfect hybrid for relaxation and work. You can work in it, hold a meeting or take a phone call", says John Löfgren, co-founder and Creative Director at Form Us With Love.

Hybe has a classic Scandinavian design with a soft, playful twist. With options such as a partition screen, desk and electrical socket, the furniture can take on multiple shapes and functions at the office. The version with a partition screen provides seclusion for focused work.

"Hybe is equally well suited for focused work and meetings. The design expression celebrates minimalist Scandinavian design with roots in several different classic designs", says Andreas Mattisson, Manager Product Development at EFG.

Stockholm Design Week promotes Scandinavian design and invites the design industry and general public to events in showrooms, studios and pop-up venues in Stockholm. No registration is required for the launch event in the EFG showroom, but the number of spaces is limited. Please contact us if you have any questions or would like to book a time. Hybe will be available for sale from 19 September.

IN BRIEF

- Designed by EFG x Form Us With Love
- A cross between workplace and lounge furniture
- Meets the need for dynamic, reconfigurable settings
- The versions with partition screens are sound absorbent



ABOUT EFG

With its roots in Scandinavian design, Swedish furniture company EFG has been manufacturing high quality, sustainable furniture for more than 135 years. EFG creates interior solutions for tomorrow's work and meetings in collaboration with studios and designers like FRONT, Form Us With Love, Olle Lundberg and Carl Öjerstam. Through a design process based on flexibility and long product life, EFG drives the development of recyclable furniture that is designed to last and be cherished. The products feature a layer-by-layer design that enable the replacement and repair of components and upholstery, making them easy to update over time.

ABOUT FORM US WITH LOVE

Form Us With Love is an international design studio founded in 2005. At the studio's core lies a process that blends traditional creative practices with a lean, strategic application. The central intention is to evolve with the needs of each project, its place in the market, and the ever-changing needs of real people.

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