

nienkämper

For immediate release

Bass Lounge Series Honored with Prestigious 2014 GOOD DESIGN Award

TORONTO, January 12th, 2015 – Nienkämper today announced that it has been honored with the 2014 GOOD DESIGN award for the Bass Lounge Collection designed by Busk+Hertzog.

GOOD DESIGN is an international symbol of a company's firm commitment to innovation and superior design embodiment. "The GOOD DESIGN Award recognizes excellence in innovation, construction, function and utility. It is always an honor and a pleasure to receive awards of this merit", said Klaus Nienkämper.

Founded in Chicago in 1950 by architects Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann, Jr., GOOD DESIGN annually bestows international recognition upon the world's most prominent designers and manufacturers for advancing new, visionary, and innovative product concepts, invention and originality.

BASS is a square minimalistic armchair and sofa that can be used for almost any interior design project, whether in a contemporary or traditional setting, for a public space or an executive office, BASS offers classic styling but with its own identity and characteristic.

The BASS design consists of a small, medium and large lounge seating – simple as that. All of them being extremely compact in their design and therefore very efficient when used in interior projects where space is at a premium. Even though its design is minimalistic and free of any unnecessary details BASS has its own distinct design, which is both dynamic and sleek with clean lines. The seating angle –giving BASS the comfortable feeling of a deep lounge chair – is applied by tilting the chair whereby the unique and distinct profile originates. BASS rests on the simple yet elegant tubular base and spans the depth of the emphasizes the piece which further emphasizes the clean, tailored angular lines of this simple yet sophisticated lounge collection.

Nienkämper extends the BASS Lounge Series by creating a high back version featuring high back and sides, and ultra comfortable seating that offers instant privacy within an open space. This design is exceptional in hotel lobbies, corporate lounges, libraries, or any environment where you need more privacy than a typical lounge grouping offers.

About Busk+Hertzog

Flemming Busk and Stephan Hertzog formed their successful studio in Denmark in 2000. To date their studio has won more than 30 of the most prestigious international design awards, including Red Dot Awards, IF Awards and Good Design Awards, making them the most award-winning Danish designers of their generation. Several of their designs are part of permanent exhibitions at design museums around the world. Busk+Hertzog's design characteristics are sculptural, clean lines and a simple expression with minimal embellishment. Busk+Hertzog follow the philosophy that every decorative thing should also have a practical utility. That is how both designers combine practical and exclusive elements to exceptional design. The design duo is now based in London.

Established in 1968, Nienkämper is an internationally recognized designer and manufacturer of fine office furniture. Recognized as one of the 50 Best Managed Companies in Canada each year since 2009, Nienkämper is committed to being at the forefront of innovation; collaborating with forward-thinking designers; and pushing the boundaries of technology. Excellence from design to delivery. Please visit www.nienkamper.com

Otilie Nienkämper
Media Relations
Nienkämper
(647) 924-8810
ottilien@nienkamper.com

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