

[PRESS RELEASE]

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Design to Care – the new Kiva chair range from Dietiker AG

Swiss furniture manufacturer Dietiker AG in Stein am Rhein is reinforcing its position as a leading company in the healthcare market with the launch of the new Kiva product range. The new chair line combines ergonomics, comfort and premium quality with an inviting, elegant and timelessly modern design. The chair is made of warm beech wood, has soft, smooth curves and comes with Dietiker's Comfort Upholstery and an integrated, ergonomic handgrip. Kiva is versatile and can be used wherever a modern design solution in the healthcare sector is required: in cafeterias, dining rooms, public areas and everyday life. The concept was developed by German designer Thomas Albrecht, who has already designed various products for Dietiker AG.

Kiva – the perfect addition to the healthcare collection

"Recent years have shown us that it is not only the demands placed on ergonomics and comfort when furnishing hospitals and care facilities that have grown. Design is important as well", said Jacqueline Felber, Creative Director of Dietiker AG. "Good design boosts comfort levels significantly for patients and visitors alike, as well as facilitating the daily work of nursing staff. This has encouraged us to continue building on our solutions for the healthcare sector." For Dietiker AG, Kiva represents the successful creation of an innovative chair range that not only satisfies the necessary functional requirements but also, above all, appears attractive and inviting in terms of design.

This latest chair line to be made available to architects and designers can be used anywhere in healthcare environments: in cafeterias, restaurants and public areas and in everyday life. Its many qualities mean that the Kiva range is the perfect addition to the healthcare collection from Dietiker AG. The well-known chair manufacturer is therefore a proven partner for comprehensive and modern solutions in the healthcare and conference sectors.

A unique, tactile experience

The Kiva line is a conscious departure from other Dietiker chair ranges with its soft, smooth lines and use of beech, a wood that radiates light and warmth. A stained version of the Kiva range is also available on request. The stackable chair's ergonomic wide seat comes with Dietiker's innovative Comfort Upholstery and can also be equipped with anti-moisture protection.

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Rounded edges and corners make cleaning simple and ensure a pleasant, tactile experience. Particular attention was paid to the comfort chair's integrated, ergonomically shaped handgrip, which is designed to deliver a new level of handling ease. A lot of attention was devoted to both aspects during development of the chair, because it is vital that people with disabilities and the elderly can both sit comfortably and handle the chair in day-to-day life. This is particularly important to nursing staff, too. The Kiva range includes a chair with or without armrests, a high back and a stool.

"You also sit with your eyes"

The man responsible for the design is German designer Thomas Albrecht, who has been working with Swiss chair manufacturer Dietiker AG since 2003 and has already developed the modern-look Arvo chair range and the Lumi swivel chair for the conference sector. "In addition to its functional properties, it was very important to me that the chair should appear inviting and comfortable – a 'feel-good chair', because you also sit with your eyes," said the Kassel-based designer confidently.

140 years of Dietiker tradition and innovation

"We are proud to be able to launch the Kiva range on the 140th anniversary of Dietiker AG, a long-established Swiss company," said CEO Nathalie Felber emphatically. "The Kiva range marks another step in the right direction for the age-old tradition of our company: our commitment to comfort, quality, innovation and design." Dietiker AG is one of the oldest chair manufacturers in Europe. The company's roots in Stein am Rhein, where its production site is based, also remain very important to this day. Design has been a high priority from the very beginning. In collaboration with influential design greats and architects, a multitude of furniture classics and product innovations have emerged over the decades. These range from the iconic Saffa and Bandixen chairs and the famous Rey, which have all made design history, to the Oneman/Two women collection and Ono chair.

We look forward to the new Kiva line being featured in your publication. For further information, documents on other products or images please contact:

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