



The workplace chair for everywhere

HÅG Tion by Flokk is the sustainable, customisable task-seating solution for home and office



Photography: @einaraslaksen | Stylist: @kraakvikdorazio | Production: @pudderagency

This is the age of distributed working. Today's workforce operates from dedicated home workspaces, dynamic office environments and, in many cases, both, navigating different settings depending on the needs of their task, team and timetable.

Created especially for this new landscape in collaboration with a trio of leading design studios, Flokk's [HÅG Tion](#) chair can sit effortlessly in any type of workplace, whether that's a kitchen-table hotdesk, a dedicated workstation, or a traditional office environment.



This flexibility is thanks to a huge range of options for colour and material customisation, combined with a lightweight construction that makes the chair easy to manoeuvre between spaces. A single seat, for every setting.

“There is such a huge demand for a chair that fits in with your life, does not take up too much space and works just as well in your home office as in an actual office.”

– Oscar Narud, Hunting & Narud

The shared vision of four design studios

True to Flokk’s long tradition of design collaborations, HÅG Tion is the product of an extraordinary four-way joint effort between the Flokk in-house design team, and three highly revered design studios: Oslo’s [Anderssen & Voll](#); Swiss designers [BIG-GAME](#); and London-based Norwegians [Hunting & Narud](#).

Following extensive research into modern workspaces and home-working behaviours, the international team developed a task-chair concept that was aesthetically and ergonomically refined, easily adaptable to suit any interior style, built for durability and longevity, and – thanks to its neat frame and small footprint – suited to even the most compact of home-working set-ups.

Each studio brought its own distinctive approach, perspective and skillset to the project. BIG-GAME brought their central-European sensibility and a playful touch, and were instrumental in incorporating movement and flexibility into the design. Renowned Scandinavian duo Andersen & Voll offered extensive practical expertise in furniture design and a deep understanding of form and refinement. Norwegian expats Hunting & Narud have a reputation for strong narratives, crafted aesthetics, and eye for colour and material fluency. The influences of all three are immediately visible in the final product, combining with Flokk’s own creative vision to produce a unique chair greater than the sum of its constituents.



Photography: @schonnemann | Stylist: @kraakvikdorazio
Production: @thelabcph

Colours to complement personality and setting

The HÅG Tion will be available in a combination of wood, plastic and aluminium components, with or without armrests and upholstery and in a wide range of colours, styles and finishes. This provides the freedom for the user to create designs that suit personal style or any interior environment.





Given the need for the chair to suit both home environments and offices, the design team have ensured the HÅG Tion is more aesthetically customisable than is usual in the field of workspace furniture. Seven colours of recycled plastic are available for the back and seat, along with five colours of aluminium finishes and a vast array of upholstery options – including textile finishes from Kvadrat, Gabriel, Camira and Norway’s heritage wool manufacturer Gudbrandsdalens Uldvarefabrik.

This gives the user almost endless scope to customise the chair with colours and textures that suit their own sense of style – optimising their workspace in whatever way they feel is most personally inspiring and productive, and elevating task furniture to the level of design associated with private homes.

“HÅG Tion is a chair that should not feel too corporate, too sterile or too bland. So often colours from industrial products are taken from a RAL chart without a narrative. For HÅG Tion’s palette, we thought it was important to draw inspiration from domestic settings and homes. To make sure the chair could have these qualities, we have researched and studied interior colour palettes from English heritage until modern times. The result is a range of colours with a nod to domestic settings that hopefully stand the test of time.”

– Amy Hunting, Hunting & Narud

Optimised for wellbeing

As well as giving individuals the freedom to choose colour combinations that improve their focus and mood, the HÅG Tion features the trademark HÅG inBalance® movement mechanism, an ergonomic feature providing comfort while encouraging movement and variations in posture, allowing the chair to move with the user's body, helping them to stay active and mobile without compromising productivity.



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Flokk's most sustainable task chair to date

HÅG Tion continues Flokk's ongoing mission to push the boundaries of sustainable design. The use of colour-sorted post-consumer plastics marks a major breakthrough for the brand, allowing Flokk to broaden its plastic colour palette – previously limited to black – to include a range of different shades.

Flokk



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Made with energy-efficient processes using recycled and renewable materials wherever possible – including 94% post-consumer plastics to form the seat and backrest shells and 97–98% recycled aluminium for the base and optional armrests, it has the lowest carbon footprint of any task chair in the Flokk portfolio, making it the brand’s most sustainable to date.

Versions featuring wood will be made using responsibly sourced timber, and easily removable upholstery options include a variety of sustainable fabrics, selected to meet EU Ecolabel criteria. Textiles available include both wool and post-consumer recycled polyester, chosen for their durability and longevity.

“HÅG Tion is a game changer in its approach to material: not only is it designed to be long-lasting, easy to repair, made from recycled, recyclable and renewable resources, but the aesthetics of the materials is truly setting new standards in the office furniture industry.”

– BIG-GAME

As is typical of Flokk products, HÅG Tion has been designed without glue, allowing for easy disassembly, and all parts can be repaired or replaced, maximising the



chair's lifespan. A 10-year guarantee stands testament to the design's durability, and to Flokk's commitment to producing high-quality furniture that is built to last.

"With the introduction of colour-sorted post-consumer plastics, HÅG Tion is breaking barriers for Flokk by setting the standard for how to transfer more trash and resources astray into beautiful high-quality products. By also featuring the highest share of recycled materials in the Flokk portfolio to date, HÅG Tion is a true manifestation of Flokk's ongoing efforts to reach several of our 2030 Sustainability Goals – such as using 1,500 tonnes of recycled plastics in our products by 2025 and having 60% recycled materials on average in our entire portfolio by 2030."

– Atle Thiis-Messel, Vice President, Sustainability at Flokk

HÅG Tion will be on show at Flokk's pop-up exhibition during Stockholm Design Week on 7–13 February 2022. Visit flokk.com to see the full range of colours and finishes available, and customise your own.

Notes to Editors

For further information and images, please contact emily@zetteler.co.uk.

About Flokk

Flokk is the leading manufacturer of high-quality workplace furniture in Europe, developing a growing family of global brands. Flokk is the owner of product brands HÅG, Offecct, Giroflex, RH, Profim, 9to5 Seating, BMA, RBM, and Malmstolen. A focus on the environment through several decades has enabled Flokk to become a leader in the development of sustainable furniture.

The Flokk head office is in Oslo, Norway, with main production sites in Røros (Norway), Nässjö (Sweden), Turek (Poland) and Hawthorne (USA). In addition, Flokk keeps sales offices in Norway, Sweden, Denmark, Germany, Belgium, the Netherlands, UK, France, Switzerland, Singapore, USA, Canada, China and Australia. Flokk products are sold in more than 80 countries worldwide.

flokk.com