



From an interior architectural perspective, *bloum* impresses through its well-balanced interplay of form, proportion, and function. The organically shaped shell creates a distinctive presence without dominating the space. It is precisely this design restraint that makes the chair appealing across a wide range of interior environments, from modern office spaces and conference areas to hospitality settings.



*bloum* is an excellent example of how furniture design can contribute to the quality of a space: not as an isolated object, but as an integral part of the overall architecture. The Red Dot Design Award is a clear confirmation of the outstanding design and conceptual quality behind this approach.





Image & Idea: AX5 architekten

Location: Kiel/Germany

Chair: *bloum* chair | Wiesner-Hager