

bloum shell chair by Wiesner-Hager has been awarded the Red Dot Design Award:

Natural shape. Sustainable design.

***bloum** counters the cool, puristic design of technology-laden office and commercial architecture with a more emotional perspective. By allowing patterns inspired by nature to infuse the spatial environment, the shell chair addresses the need for biophilic design elements. Its design quality also impressed the jury of the 2026 Red Dot Design Award: *bloum* is among the winners of one of the world's largest desing competitions.*

bloum incorporates contours reminiscent of plant leaves and curved, organic shapes. The chair evolved out of the idea of covering a wide range of applications both in commercial and public buildings using one shell shape and different frame variants. *bloum* can be found not only in lounge areas, working cafés, bistros, hotel rooms, and waiting areas, but also in meeting and conference rooms as well as offices.

The glass-fibre-reinforced polypropylene seat shell with a sandwich structure offers outstanding stability and durability for intensive use. At the same time, it provides a comfortable level of elasticity and flexibility. The plastic content consists of 100 % recycled polypropylene. All of these features combine to make *bloum* a durable and sustainable product of exceptionally high quality.

The armrests, back and seat merge seamlessly into one another. The chair nestles against the body of the user, providing flexible yet stable support. The indentations in the back provide *bloum* with a subtle mobility. The numerous design options for the shell in combination with different frame variants – from the classic 4-legged base to a modern swivel base on glides or casters through to a swivel base constructed of solid beech or oak – allow *bloum* to be tailored to suit a wide range of interior design spaces and usage scenarios.






Design: neunzig° design

Altheim, May 2026

About Wiesner-Hager:

Wiesner-Hager is the Austrian specialist in office furniture, Office Consulting and Interior Design. The company operates two production facilities – one at its headquarters in Altheim, Upper Austria, and a second in the Czech town of Humpolec. Wiesner-Hager also has subsidiaries in Germany, France, the Netherlands and the Czech Republic. Across the group, the office furniture expert employs around 300 staff. In its home market of Austria, the company has been the market leader in office chairs and furniture for many years. Further information can be found on our website [wiesner-hager.com](https://www.wiesner-hager.com)

bloum press photos:

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|  | <p><u>WH bloum 01</u> <i>Photo credit: Wiesner-Hager</i></p> |
|  | <p><u>WH bloum 02</u> <i>Photo credit: Wiesner-Hager</i></p> |
|  | <p><u>WH bloum 03</u> <i>Poto credit: Wiesner-Hager</i></p> |
|  | <p><u>WH bloum 04 & WH bloum 04a</u> <i>Poto credit: Wiesner-Hager</i></p> |
|  | <p><u>WH bloum 05</u> <i>Photo credit: Wiesner-Hager</i></p> |