



This year, Interstuhl once again participated in the Stockholm Furniture and Lights Fair-the largest Swedish furniture fair-from the 05th-09th of February. Amongst the 25.000 visitors were interior designers, buyers and architects from various countries. The fair not only offered more than 700 exhibitors, but also numerous lectures and workshops.

As exhibition highlights Interstuhl presented the new swivel chair **PURE^{IS3}** and the app pCon.facts. PURE^{IS3} is considered as an absolute innovation in the area of active 3D seating. With its smart spring technology the chair ensures, that humans automatically stay in action anytime, anywhere. The app **pCon.facts** supports our retailers and customers in 3D room planning. In addition, the individually suitable chair can be configured for each customer and then viewed from any side. Virtual reality can be used to place the chair in the customer's desired room scenario. This gives the customer an impression on how the configured chair works in the room. Our visitors of the fair were able to configure their individual PURE^{IS3} on our stand and with a bit of luck they were able to win exactly this chair in a draw. Visitors were enthusiastic about the innovative power of the Interstuhl novelties and many have configured their individual PURE^{IS3}.