

HÅG SoFi[®] mesh

Introducing the latest addition
to the HÅG SoFi family



HÅG

Celebrating movement

Making working lives less ordinary

Since its creation in 1943, the HÅG brand has made original chairs. Chairs that make working lives less ordinary.

The HÅG design philosophy was born in the late seventies, as our designers started to re-consider the basics of sitting. At the time, their ideas were controversial. Fifty years on, they form the basis of accepted knowledge on modern sitting.

From children to horseback riders, we have always been inspired by 'natural sitters'. In these groups, we observed that movement while sitting was intuitive and born from instinct. In contrast, modern society is moving less and less as daily life begins to center around sitting.

So HÅG's aim has remained simple and consistent. Bring active sitting to a modern world that has forgotten the importance of movement.



HÅG SoFi 7500 with black mesh back (MEH001).

Textile: Note 60999 from Gabriel.

The home of HÅG

Our products are made in the small Norwegian town of Røros. It's our home. And at home, we know everyone and everyone knows us.

It's been like this for over half a century. Our proud local community has been the backbone of every success and together, we make life in our town richer (and a little less ordinary too).

Visitors to our factory, experience a sound like a beating drum resonating across the building. It's called the HÅG heartbeat. That's because the giant machines which press out our metal chair mechanisms pulsate with each new appliance they produce. Just like a heartbeat, this continuous pulse reminds us who we are.

It reminds us that we are designers and craftsmen. It reminds us that we stand for boldness and difference, for the environment and for quality.

It reminds us that we are HÅG.



HÅG SoFi with mesh back in production at Røros factory in Norway

Introducing the HÅG SoFi mesh

At HÅG, we take pride in every product. We never deliver a generic chair, we insist on being different. Because different is better. So years ago, when we started developing the HÅG SoFi collection, we decided on one key criteria. Embrace difference.

We started by looking at work places differently. What could empower people to work better? From this question the HÅG SoFi mesh was born.

Incorporating market-leading technology and beautiful aesthetics, we created a seating solution that offers fresh design, supreme comfort and flexibility.

But we didn't finish there. We wanted the HÅG SoFi mesh to be intuitive, to provide optimal variation to a user, without the burden of manual adjustment.

The answer was a mechanism that could allow users to shift forward, as well as backwards. To find balance in motion, without technical alterations. Empowering people to work better, and more instinctively.

It is designed to energize you while minimizing effort, so every detail of the HÅG SoFi mesh takes you further.

HÅG SoFi 7500 with light grey mesh back (MEDH002) and with headrest. Textile: Synergy Work LDS73 from Camira.

HÅG SoFi Comm 7202. Textile: Synergy Affinity LDS74 from Camira.





The result of a creative design collaboration

In line with HÅG tradition, external designers were invited to join the in-house team to create the next generation of task chairs.

The HÅG SoFi range is the result of design collaborations with Frost Produkt and Powerdesign, as well as the many experts and enthusiasts who are part of the HÅG network.

As with everything HÅG does, the HÅG SoFi range fuses aesthetics and function to produce beautiful and user-friendly solutions.



HÅG SoFi mesh 7500 with light grey mesh back (MEH002). Textile: Nexus Pewter 01 from Camira.



“The major challenge for us was to create a beautiful object from something that is in fact a highly advanced machine. With HÅG SoFi we managed to ensure all features and mechanisms are compact and hidden away. By repeating similar visual keys in all parts of the chair we made a coherent design and harmony.”

— Aleksander Borgenhov, Designer Powerdesign AS



HÅG SoFi 7500 with black mesh (MEH001) back.
Textile: Note 60999 from Gabriel.

“We wanted to make a truly user-friendly and uncomplicated chair that inspires new ways of working and collaborating. A chair that suits most people and fits in anywhere.”

— Sondre Frost Urstad, Designer Frost Produkt AS



HÅG SoFi 7300. Textiles: Step 186 from Svensson (yellow colour) / Main Line Flax Paddington MLF39 (aubergine-colour) / Main Line Flax Bayswater MLF24 (light blue) / Main Line Flax Barbican MLF03 (light red colour) all from Camira.

HÅG SoFi 7500. Black mesh back (MEH001) and textile Note 60999 from Gabriel / Light grey mesh back (MEH002) and textile Nexus Pewter 01 from Camira.



Comfort in freedom

At HÅG, we are concerned with freedom.

We think freely, we design freely and we move freely.

So we design and produce our original chairs with this idea in our minds; There is comfort in freedom.

Our HÅG in Balance® technology is a symbol of this belief. It is not just a mechanism, it's the freedom to move, rest and change, freedom to find your own unique comfort.

The front tilt opens the hip-angle, propelling the body forward and promoting healthy, upright posture. A free, open body optimizes blood flow by increasing circulation and making you more energized and alert.

In seventy years of making original chairs, we learned that movement has to be easy and intuitive. We learned to believe in freedom.

Because when you trust your tools, you're free to move.

HÅG

Celebrating movement

HÅG SoFi 7500 with light grey mesh back
(MEH002). Textile: Nexus Pewter 01 from Camira.

Providing endless possibilities

There are so many opportunities to configure your chairs exactly how you want them.

We carry a huge range of fabrics and designs – so that you can have exactly what you like. No need to compromise. Just choose what works for you.



Mesh



Black



Light grey

Aluminum colour



Black paint



Silver paint



White paint



Polished

Plastic parts



Black



Light grey

Unique features and benefits:

Innovative mesh

A warp knitted heavy duty mesh, using an innovative yarn construction to give increased strength which provides enhanced comfort, support and appearance.

Lumbar support

Precise and comfortable padded lumbar support that easily adjusts to your body

Black and white

Choose coherent black or grey back frame and mesh. Or a mix of white and black if you want.

A wide collection of fabrics and colors

From the HÅG Standard and Extended collections for the seat, lumbar support and headrest.

Optional headrest

Gives you rest and support for shoulders, neck and head.

HÅG SlideBack™ armrest

Unique armrests innovation allows you to move closer to your desk, invites you to sit sideways or to use the armrests as elbow support.

HÅG in Balance®

The unique HÅG center tilt mechanism ensures instinctive movement.

Foot support

Provides comfortable ways to rest, move and vary the position of your feet.



HÅG SoFi 7500 with mesh back †

Task chair



HÅG SoFi 7500 with light grey mesh (MEH002) back*



HÅG SoFi 7500 with black mesh (MEH001) back*



HÅG SoFi 7200 with fully upholstered back*



HÅG SoFi 7300 with fully upholstered back and headrest*/**

Communication model



HÅG SoFi 7502 with grey mesh (MEH002) back



HÅG SoFi 7502 with black mesh (MEH001) back



HÅG SoFi 7202 with fully upholstered back



HÅG SoFi 7302 Polished Exclusive*

* Armrests are optional extras

** Headrest is optional extras

**Optional headrest**

Gives you rest and support for shoulders, neck and head.

HÅG SlideBack™ armrest

Unique armrests innovation allows you to move closer to your desk, invites you to sit sideways or to use the armrests as elbow support.

HÅG in Balance®

The unique HÅG center tilt mechanism ensures instinctive movement.

Foot support

Provides comfortable ways to rest, move and vary the position of your feet.

Scandinavian Business Seating

Fridtjof Nansens vei 12
P.O. Box 5055 Majorstuen
N-0301 Oslo
Norway

Tel: +47 22 59 59 00
www.hag-global.com

sbseating.com

