

freedom[®]



A DECADE OF FREEDOM

The Humanscale Freedom chair, designed by Niels Diffrient, has become an iconic design since it was first introduced to the world in June 1999 at NeoCon. At the time of its launch, Humanscale was a \$44 million company—a very small player in the contract furniture market, with no experience making or selling chairs—while its competitors for high-end task seating were multi-billion dollar corporations with long-standing distribution channels in place. Despite that huge handicap, and because of its revolutionary design and broad appeal, the Freedom chair has become one of the top three best-selling high-end task chairs in the world. And today, only one other task chair in the world is as universally recognized as Freedom.



Commercial Success:

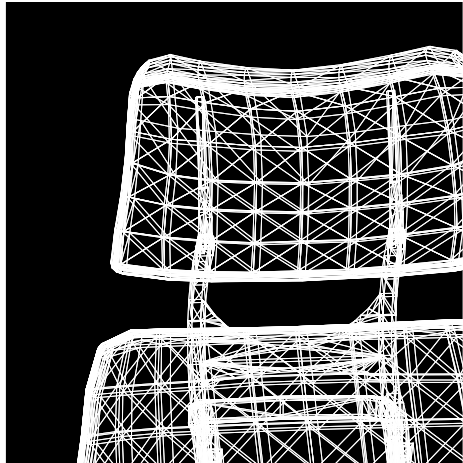
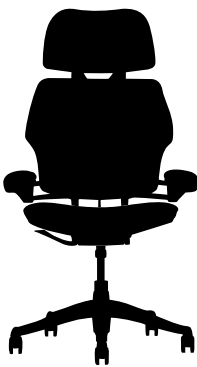
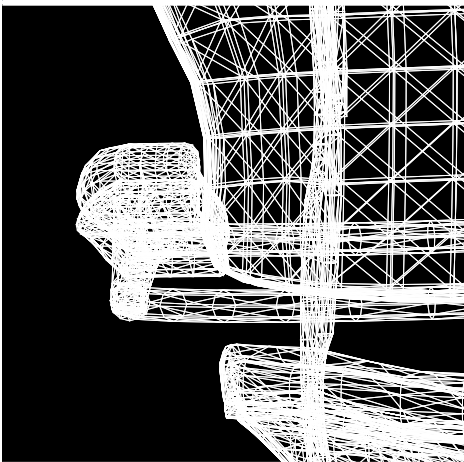
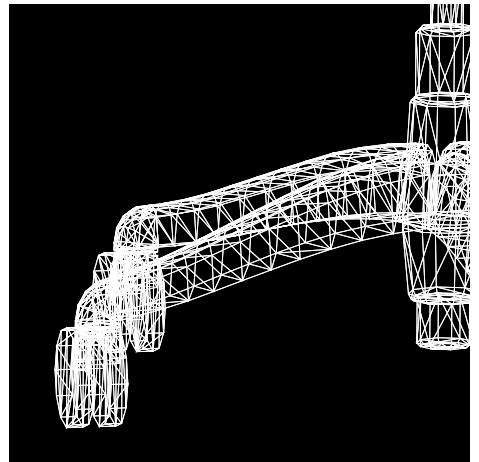
- More than one million chairs sold
- 10 years on the market and sales through 2008 were still on the rise
- Helped put Humanscale on the map and grow revenues from \$44 million in 1999 to \$200 million in 2008

Critical Acclaim:

- 10 international awards; see complete list on page 7
- Extensive international press coverage; see press highlights on page 8

Cultural Impact:

- Featured in 20 prime time TV shows and counting; see complete list on page 10
- Featured in 28 major motion pictures and counting; see complete list on page 11
(Note: Humanscale never pays for product placement in TV and film. All placements were specified by the set designers and most were either purchased by the production company or rented for a fee.)
- Included in "Design Chronicles," a survey of the most significant mass-produced designs of the twentieth century; one of four products featured for 1999, alongside the Apple iMac
- Included in the 2001 MoMA "Workspheres" Exhibition



Revolutionary Design:

- First task chair to offer self-adjusting recline
- First and only task chair with synchronously adjustable arm supports
- First and only task chair with self-adjusting headrest
- First task chair to feature a gel seat cushion
- First task chair with exoskeletal design
- First task chair to prioritize simplicity over countless manual controls



Environmental Innovations:

Before environmental sustainability became fashionable, Freedom was already leading the way toward a greener planet. Its user-centered design allowed the removal of a significant number of parts, such as the tension recline mechanism found on all other task chairs. Its predominant use of 100% recycled and recyclable aluminum minimizes the use of virgin materials. And its innovative, modular design extends the useful life of the chair by making cushion upgrades or in-field repairs a snap.

- 62% recycled content
- 90% recyclable
- Weighs only 35 lbs. (other high-end task chairs weigh up to 78 lbs.)
- Made of 160 parts (other high-end task chairs contain up to 250 parts)
- Modular cushions for easy replacement
- Greenguard Certified



ABOUT THE DESIGNER

Niels Diffrient's designs have spanned generations, consistently looking past trends to reinvent the tools we use for daily living. His belief that form flows from function relies on fully understanding how function affects human experience.

With an academic beginning in aeronautical engineering and a degree from Cranbrook Academy in design and architecture, Diffrient channels his knowledge of the fine arts, engineering and human factors into a design practice of passion and integrity. His highly functional designs are aesthetically timeless.

From his early work with the studios of Eero Saarinen, Marco Zanuso, and Henry Dreyfuss, to his current work with Humanscale, Diffrient's visionary talent has been widely recognized. In 2007, Forbes.com named the "industry heavyweight" one of ten "Tastemakers" in the field of industrial design. Diffrient also received the 2002 National Design Award from the Smithsonian's Cooper-Hewitt, National Design Museum, the 1996 Chrysler Award for Innovation, and the 2005 Legend Award from Contract magazine. In addition, he received a 1987 Honorary Royal Designer for Industry designation from the Royal Society of Arts, London, 1989 Institute Honors from the American Institute of Architects, as well as doctorates from Art Center College and College for Creative Studies, among other honors.



"The granddaddy of the ergonomic revolution, Diffrient, 78, has spent his career emphasizing the 'the human factor' when designing an object. The first volume of his breakthrough book, Humanscale, was published in 1974, altering the way in which industrial designers approached projects, urging them to consider usability as much as they were considering aesthetics. Diffrient's Freedom chair, first presented in 1999, became a quick hit among purveyors of design and aching-back office workers alike—eight years later, it's still considered to be on the forefront of comfort and style."

Forbes.com – The Tastemakers, 2007

"A pioneer of ergonomic design, Niels Diffrient is driven by the need to improve the way existing products work. For Diffrient, product ideas originate from the specific human factors relevant to the product at hand. He delays giving his designs a distinct physical form until all relevant ergonomic factors are considered—an approach that results in furniture of unusual comfort and visual ingenuity."

2002 National Design Awards – Winner for Product Design

"One of the century's preeminent American designers, Niels Diffrient has endeavored throughout his storied career to emphasize the 'human factors' of industrial design, using ingenuity and intuition to bring consumers products that meet their needs."

DaimlerChrysler Design Awards – A Retrospective of Winners

"[Niels Diffrient's] mastery of aesthetics, technology and human needs has produced groundbreaking industrial and furniture designs that are at once strikingly beautiful and superbly functional. Through innovative research and a commitment to exacting standards of art, craft, and production, he has created timeless works of extraordinary quality that transcend style and fashion and enhance both environments they grace and the tasks to which they are dedicated."

— American Institute of Architects, Institute Honors, 1989



FREEDOM AWARDS

1999	Buildings Magazine Innovations Awards Best of NeoCon Design Journal Award for Design Excellence I.D. Magazine Annual Design Review IIDEX/NeoCon Canada Innovations Awards WorkPlace '99	Citation of Excellence Silver Platinum Design Distinction Award Gold Best New Workplace Product
2000	FX International Interior Design Awards iF product design award	Winner Winner
2002	Buildings Magazine Top 100 Products	Editors' Choice
2004	FIRA Ergonomics Excellence Award	



FREEDOM PRESS HIGHLIGHTS

“The world’s simplest and smartest office chair. Almost magically, Freedom adjusts itself to the greatest range of human performance without knobs, locks or levers.” — *AXIS (Japan)*, *Nov-Dec 1999*

“The jurors were awed by the mechanics, wowed by the comfort and overcome with excitement about the possibility of changing the contract-seating market forever.” — *I.D. Magazine*, *Design Review 2000*

“[The] combination of ergonomics and aesthetics ... marks the true genius of the Freedom chair. The ergonomic properties and comfort levels are second to none.” — *Mix Interiors (UK)*, *February 2000*

“The [Freedom] chair adapts naturally to the geometry of the human body. The [mechanism] operates dynamically and stops automatically in the correct position.” — *DOMUS (Italy)*, *March 2000*

“Diffrient’s chair [will] save a great many people from a great deal of unnecessary, life-degrading pain. Design has no higher aim. Plus, let’s be honest: The Freedom chair looks amazingly cool!” — *Wired*, *July 2000*

“The [Freedom] chair is sensational.” — *Fortune Small Business*, *June 2001*

“Five stars! Worth every cent, the Freedom task chair removes at least the physical discomfort of your workday.” — *Business 2.0*, *June 26, 2001*

“For the last few years, the gold standard in office seating has been set by ... the Freedom chair by Humanscale.” — *New York Times*, *October 3, 2002*

“Elegantly and effortlessly, the Freedom chair is changing the way people sit and the way people think about furniture.” — *Buildings*, *December 2002*



"This ergonomic office chair feels so good, the two of you will want to get a room." — *Popular Mechanics, January 2003*

"Chairs reflect the character of their designer. Niels Diffrient is clever, pragmatic, honest, personal and generous. I sit on his Freedom Chair every day and it makes me optimistic about the value of design." — *Rob Forbes, Founder of Design Within Reach, 2003*

"The most impressive characteristic of Diffrient's chair is how intuitive it is. At last, this is a chair that offers some support for all those who never adjust the multitudinous knobs on their office seating, and wouldn't know what to adjust them to if they did." — *Blueprint, April 1, 2003*

"You can't get more comfortable in a vertical position." — *Andrew Tilin, "Our picks for ... office chairs," CNNMoney.com, September 2007*

"You'll marvel at the simple sophistication..." — *Andrew Tilin, "Our picks for ... office chairs," CNNMoney.com, September 2007*

"So it's not exactly cheap—but when you spend the majority of your life in a desk chair, it's probably worth the splurge. The uber-ergonomic Humanscale Freedom uses a counter-balance mechanism to provide the exact amount of support your body requires, has a specially contoured back design, and works without a half-dozen pumps and controls, so that sitting easy can be just that." — *Abby Seiff, "Your new home office: Budget or blowout," CNN.com, October 2007*

"Bottom line: If you're looking for a simple chair with uncomplicated, intuitive controls, classy styling, and a comfortable fit, the Freedom is an exceptional choice." — *"Seat-on review: Humanscale Freedom," Yahoo! Tech, December 11, 2008*

"I found myself reclining and kicking back—the Freedom reclines practically as far as a La-Z-Boy—periodically throughout the day ... and loving it (maybe a little too much)." — *"Seat-on review: Humanscale Freedom," Yahoo! Tech, December 11, 2008*

"We really had a hard time deciding between Humanscale and Herman Miller, two companies that seem to compete like Coke and Pepsi. In the end ... we went with the Humanscale [Freedom chair] and its supportive headrest as the best option." — *John M. Guilfoil, "Straighten up and sit right," Boston Globe, February 8, 2009*

"Damn you Humanscale! Damn you for making such a ridiculously comfortable chair." — *Yoni Freedhoff, M.D., "World's Greatest Office Chair (Humanscale Freedom Review)," Weighty matters, February 10, 2009*

FREEDOM ON TELEVISION

- **24** starring Kiefer Sutherland and Elisha Cuthbert
- **Ally McBeal** starring Calista Flockhart
- **Bones** starring Emily Deschanel and David Boreanaz
- **Boston Legal** starring James Spader and William Shatner
- **CSI: Miami** starring David Caruso and Khandi Alexander
- **Eli Stone** starring Jonny Lee Miller
- **Heroes** starring Jack Coleman, Hayden Panettiere, Zachary Quinto and Masi Oka
- **House** starring Hugh Laurie and Robert Sean Leonard
- **Las Vegas** starring James Caan and Molly Sims
- **Life** starring Damian Lewis and Sarah Shahi
- **Medium** starring Patricia Arquette and Miguel Sandoval
- **My Wife and Kids** starring Damon Wayans and Tisha Campbell-Martin
- **Pepper Dennis** starring Rebecca Romijn
- **Private Practice** starring Kate Walsh and Taye Diggs
- **Real Time** with Bill Maher
- **Sex and the City** starring Sarah Jessica Parker
- **Standoff** starring Ron Livingston
- **Ugly Betty** starring America Ferrarra and Vanessa Williams
- **Vanished** starring Gale Harold and Ming-Na
- **Weekend Today** with Lester Holt and Campbell Brown

"I have provided thousands of chairs for office sets. The Freedom chair is, by far, the most comfortable chair that I have ever had the pleasure of using. On the first day that it was used, I was called to the set. I arrived to find the executive producer sitting in the chair, feet up on the desk, and saying, 'I need one of these...'"

— Diane O'Connell, SDSA, Set Decorator for "Ally McBeal"



FREEDOM IN FILM



- 2001** **Antitrust** starring Tim Robbins and Ryan Phillippe
- 2002** **About Schmidt** starring Jack Nicholson and Kathy Bates
Brown Sugar starring Taye Diggs and Sanaa Lathan
Two Weeks Notice starring Sandra Bullock and Hugh Grant
- 2003** **Duplex** starring Ben Stiller and Drew Barrymore
Legally Blonde 2 starring Reese Witherspoon and Sally Field
The Human Stain starring Anthony Hopkins and Nicole Kidman
X2 starring Patrick Stewart and Hugh Jackman
- 2004** **13 Going on 30** starring Jennifer Garner and Mark Ruffalo
Cat Woman starring Halle Berry and Benjamin Bratt
I, Robot starring Will Smith
- 2005** **Fever Pitch** starring Drew Barrymore and Jimmy Fallon
In Good Company starring Dennis Quaid and Scarlett Johansson
Miss Congeniality 2 starring Sandra Bullock, Regina King, and Enrique Murciano
Mr. & Mrs. Smith starring Brad Pitt and Angelina Jolie
The Weather Man starring Nicolas Cage
- 2006** **Friends with Money** starring Jennifer Aniston and Joan Cusack
Mission: Impossible III starring Tom Cruise
Stay starring Ewan McGregor and Naomi Watts
The Lake House starring Sandra Bullock and Keanu Reeves
- 2007** **I Think I Love My Wife** starring Chris Rock
The Bourne Ultimatum starring Matt Damon
- 2008** **Deception** starring Hugh Jackman and Ewan McGregor
- 2009** **G.I. Joe: The Rise of Cobra** starring Dennis Quaid and Channing Tatum
Surrogates starring Bruce Willis and Radha Mitchell
The Rebound starring Catherine Zeta-Jones and Justin Bartha
Everybody's Fine starring Robert De Niro, Drew Barrymore and Kate Beckinsale
Race to Witch Mountain starring Dwayne Johnson and Carla Gugino
Old Dogs starring Robin Williams and John Travolta

