

Social[®]

Content Delivery Package
2023



Say hi to Social[®] Tilt and Turn

Introducing Social[®].

The dynamic dining chair for the ever-changing life around the table.

Design by Snøhetta for Varier.

In this presentation, you'll find information and context about this new Social[®] collection. This document is made for internal use so that partners and distributors can better understand the chairs and get introduced to the product and launch materials.

Enjoy and please reach out if you have any questions or considerations.



Frode Karlsen
Marketing Director

frode.karlsen@varierfurniture.com

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Social®

Social® is a dynamic dining chair that brings fresh life to the table by allowing you to move intuitively in every setting and situation.

Designed by Snøhetta for Varier, Social® combines Nordic simplicity and design aesthetics with innovative mobility features never before seen in a dining chair.

Social® comes in two product variants, Social® Tilt and Social® Turn, with each their own unique features and use cases.



Social® Tilt

Bend the Rules

With its uniquely curved base, Social® Tilt allows you to tilt gently forward for extra focus and lean back when you wish to relax or reflect. The multi-functional shell chair is perfect for those who also do work or other focus-related activities at the dining table or even outside.



Social® Turn

A Chair With a Twist

Social® Turn is a dining chair that brings you closer to everyone around you thanks to its unique swivel feature. Social® Turn is the ideal choice for those looking for a shell chair with premium comfort and design aesthetics*.

*Not intended for outdoor use.

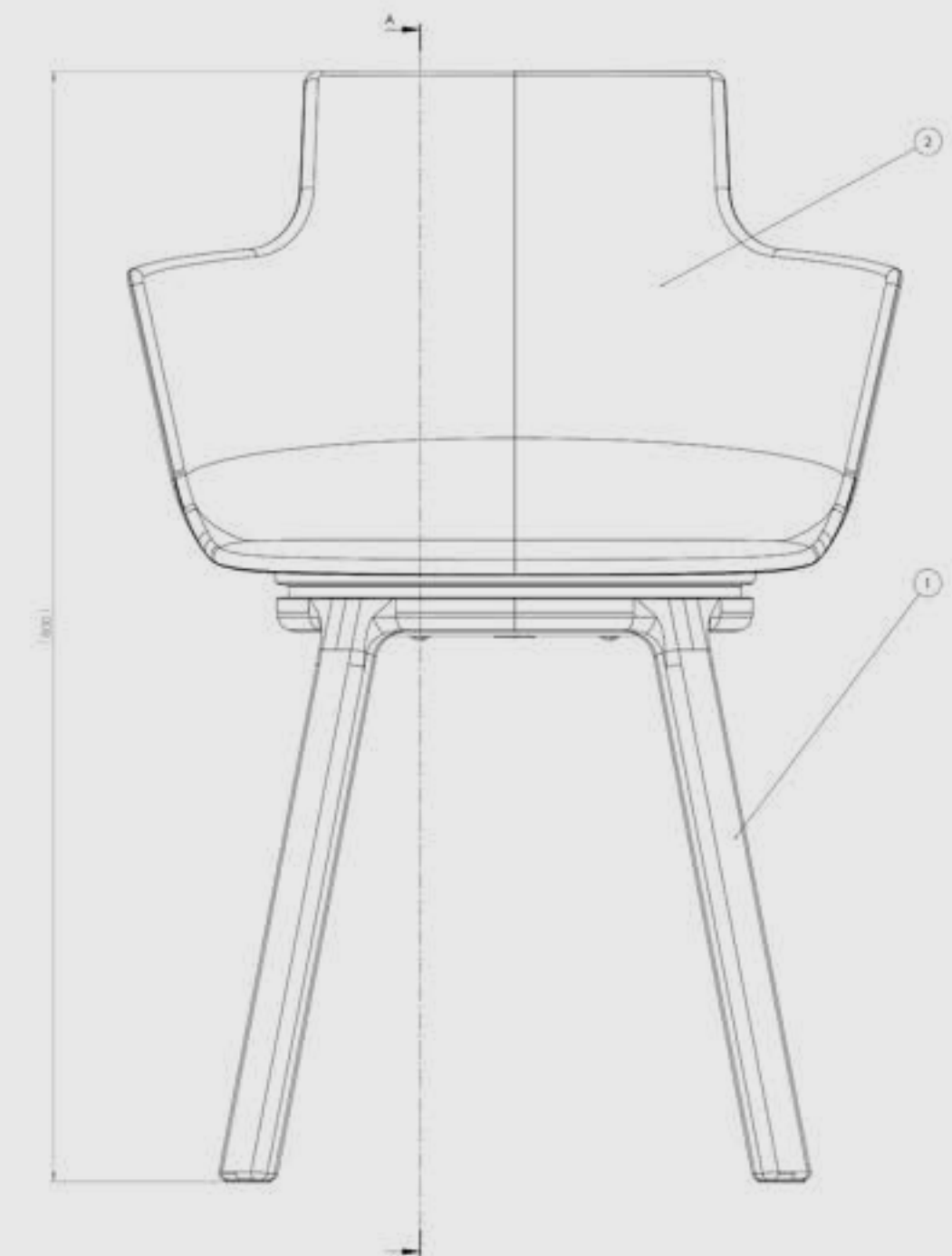
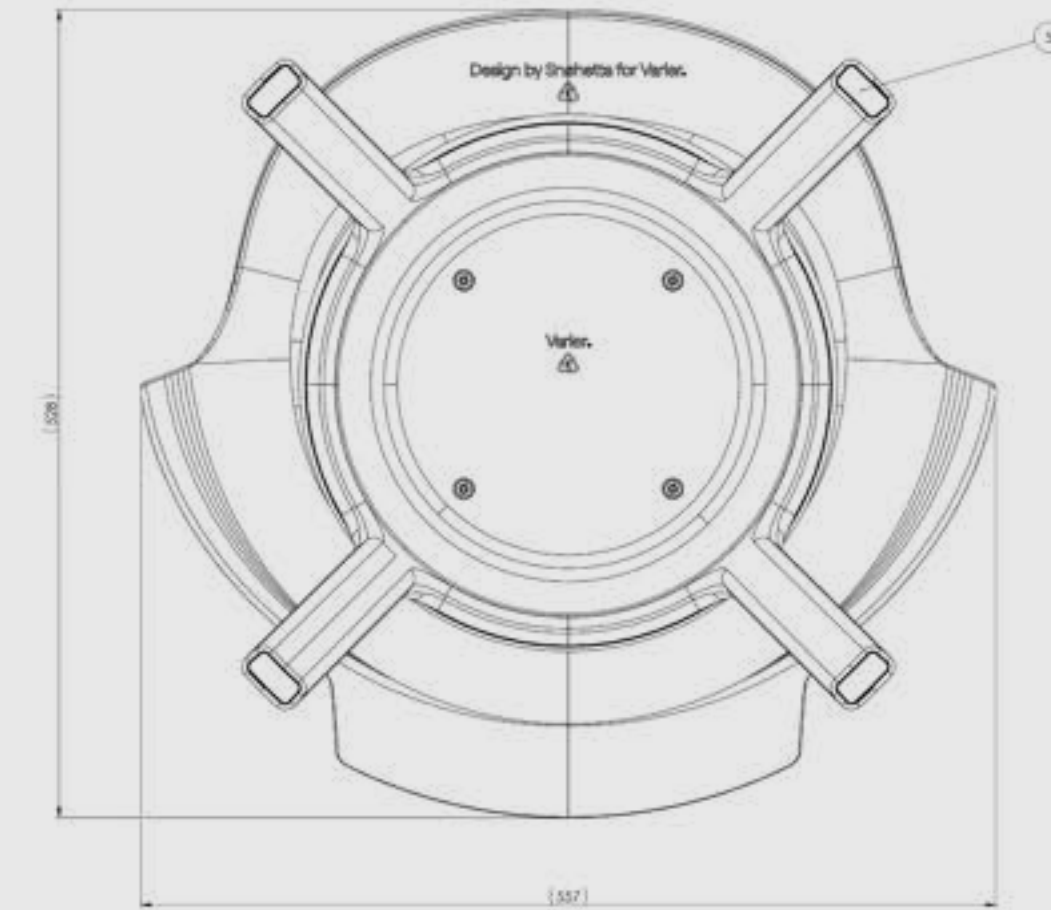


Varier × Snøhetta

Two Norwegian brands with border-breaking ambitions

As acclaimed experts in contemporary living trends and luminaries of Nordic design, Snøhetta was an ideal partner for this range of norm-breaking furniture.

Bridging their insights with our expertise in ergonomics, we immediately knew we were on to something special. After four years of collaboration, we are proud and excited to share Social® with the rest of the world.



Social® by Varier

Model no. 4500

Social® is a multi-purpose shell chair for the ever-changing dining space. Available with either a tilting or swivel base, it's designed to optimally support the different needs around the table including meals, socializing, focused work and more.

About the Designer

Founded in Oslo, Snøhetta is heralded as one of the world's most influential architecture and design practices. At the heart of their work lies a commitment to social and environmental sustainability, shaping design that improves people's well-being and makes life more enjoyable.

Designed Year

2023

Category

Shell chair
Dining Space

Use

Dining
Focusing (Social® Tilt)
Socializing (Social® Turn)

Product Features

Swivel feature (Social® Turn)
Tilting feature (Social® Tilt)
Durable and easy to clean
Weather resistant (Social® Tilt)
Lightweight

Assembly

Base and shell needs to be assembled with 4 screws.

Materials & Sustainability

Social® is made from post-consumer recycled polypropylene and reinforced with glass fiber. Cushions are available in eco-certified fabrics. The chair is assembled without glue, making it easy to disassemble and recycle.

Production Process

The components are created by mixing recycled PP and glass fiber into a high-pressure injection molding machine. A special gas-blowing technology makes a hollow core in the mold, reducing material use while ensuring strength and durability. The final chair is quality-checked by hand.

Country of Production

Italy

Tests and Certifications

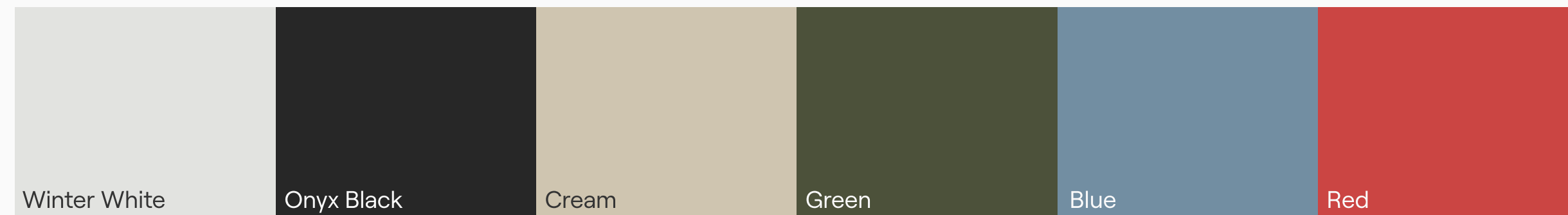
Environmental Product Declaration
In accordance with ISO 14025, ISO 21930 and EN 15804

Environmental data

Social® Tilt	Social® Turn
23.18 kgCO ₂ e	31.54 kgCO ₂ e
65.64% Recycled material	55.24% Recycled material
330.36 MJ	440.63 MJ



Colors



Color overview



Onyx Black

Winter White

Cream

Blue

Green

Red

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How to use

We lead with the launch material and supporting with functional material if necessary.

Launch

We strive to be more personal in our communication by speaking into human insights and experiences we all relate to, in authentic and relatable everyday scenes around the dining table, portrayed with high aesthetic ambitions.

Functional

Showcasing the functions of Social[®]. Compared to the launch campaign, which is more emotional and personal, this material is focused on the activities Social[®] supports and its functions in a more practical way.

Launch material Social[®]

The campaign "Scenes of Life - Between the Chairs" consists of a 1min Hero film, with cut-downs of 15sec and 5sec for social media as well as still photography.

→ [Access the files here](#)



Functional material Still & moving images

In-use photography of Social® in a home. This includes still photography and short films for social media.

→ [Access the files here](#)



Crop the photos to fit the format you need.

Social assets Paid & organic

Films and stills optimized for social posts. Can be used for both paid and organic posts and stories

→ [Access the files here](#)



Product texts

Social[®]

Updated product texts for retailers selling
Social[®] Tilt and Social[®] Turn

Social[®]

Social[®] is a dynamic dining chair that brings fresh life to the table by allowing you to move intuitively in every setting and situation.

Social[®] Tilt

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Social[®] Turn

Social[®] Turn is a dining chair that brings you closer to everyone around you thanks to its unique swivel feature. Social[®] Turn is the ideal choice for those looking for a shell chair with premium comfort and design aesthetics.

