



Setu™: Design of the Decade

HERMAN MILLER'S SETU™ AWARDED DESIGN OF THE DECADE BY THE INDUSTRIAL DESIGNERS SOCIETY OF AMERICA



Since its launch in 2009, Setu has attracted attention from across the globe and picked up a swag of awards and recognition. From Best of NeoCon to an Australian International Design Mark, Setu has finished 2010 with a bang, first by being chosen by Ellen DeGeneres as part of her 2010 "12 days of Christmas" giveaways and now by winning the Design of the Decade Gold Award as "Best Sustainable Design Solution".

The Design of the Decade 2000-2009 celebrates the importance of industrial design through innovation, excellence and business success. Setu was selected as the best example of sustainable design for its positive impact on business and broader society.

Designed by Studio 7.5, Setu's single kinematic support spine cradles you and mimics your every move without the need for adjustment. Designed to fit all shapes and sizes and adaptable like no other chair in its category, Setu appeals to your functional needs as well as your design aesthetic.

For the past three decades Herman Miller has enjoyed Design of the Decade status. Setu joins the impressive list of previous winners: Equa (1980s) and Aeron (1990s).

For more information on Setu and other Herman Miller products please visit hermanmiller.com.au.