

# HÅG Creed

Scandinavia's best ever selling task chair revised





# Sitting revolutionized

Back in the 1970s, HÅG invited a select group of Scandinavian designers to form a creative melting pot of ideas, known as Studio HÅG. It kick-started an era of radical design exploration that gained international attention. In close collaboration with doctors and physiotherapists, they relentlessly pursued seating that was more aligned with the human body. One of these designers was the now legendary Peter Opsvik. As reflected in the HÅG Creed and HÅG Capisco, Opsvik's most important contribution has been in developing chairs that inspire people to move and vary their posture while sitting.



Textiles:  
HÅG Creed 6006 with headrest:  
Twill Weave 990 by Kvadrat





## Balanced movement is effortless movement

When sitting, can freedom of movement and change of position be as important as support? Even the most comfortable sitting position becomes uncomfortable after a while. Our muscles are built for productive use and aren't well-adapted to static strain. We can walk for hours but get tired after a few minutes if we have to stand still. The HÅG in Balance® allows for balanced movement. When you're in balance, moving becomes effortless. Your legs determine how you shift position and moving becomes an inherent part of your natural workflow.

Textiles:  
HÅG Creed 6006 in San 950 by Kvadrat



# The chair for everyone

When the HÅG Credo (later named the HÅG H04) launched in 1984, it was a revolution for working people. It's catchphrase, "a chair for every position", addressed not only body posture but also the hierarchical positions held within most companies. Up until then, it was primarily just the people holding a specific position who were privileged enough to have a chair that tilted. Even so, those chairs only tilted backwards. With the HÅG Credo, everyone could have a chair that in addition to tilting backwards, provided the free movement of tilting forwards too.



Textiles:  
HÅG Credo 6004 in (clockwise from left):  
Re-wool 628, Re-wool 648, Re-wool 828 and  
Re-wool 128. All by Kvadrat.





## HÅG Creed continues the legacy

In 2019 the legacy continues via the HÅG Creed. Combining the best of the highly successful HÅG Credo/H04 and HÅG H05, it embraces the classic clean design, superior comfort and user-friendliness people have come to expect from HÅG. The HÅG SwingBack™ armrests and the ingenious "4-in-1" adjustment wheel make it easily adaptable for any person or situation. Powered by the HÅG in Balance® movement mechanism, the chair instinctively follows every shift of position you make, no matter how slight. In doing so, it encourages the continuous movement of your legs while you work, leading to you having more energy and focus.



Textiles:  
HÅG Creed 6004: (clockwise from top left):  
Re-wool 828.  
HÅG Creed 6004: Re-wool 828 and Re-wool 128.  
HÅG Creed 6002 in Atlas 621/San 130/San 730/Atlas 131.  
All by Kvadrat.





## Legendary Opsvik

Peter Opsvik is a Norwegian industrial designer recognized for his innovative, ergonomic chairs. Renowned designs include the Tripp Trapp, Balans and HÅG Capisco.

According to Opsvik, if we accept that we have become a sitting society, then how best do we adapt to our surroundings so that the time we spend in a chair becomes a more pleasant and healthy experience? Two obvious solutions spring to mind:

1. We need to spend less time in a sitting position
2. We need to move and vary positions while sitting

Thus, Peter Opsvik has continuously strived to overcome stereotypical sitting habits with his unique seating solutions. Common throughout is that being in balance inspires movement and control.

## HÅG Creed Collection



HÅG Creed 6002



HÅG Creed 6003



HÅG Creed 6004



HÅG Creed 6005\*



HÅG Creed 6006\*



HÅG Creed 6056 Comfy\*



HÅG Creed Comm 6071



HÅG Creed Comm 6072

*\* Armrests are optional extras*

## Customize your own chair

All HÅG Creed models combine classic design with smart functionality, are user-friendly and feature our unique HÅG in Balance® centre-tilt mechanism. By using our online configurator, you can customize the HÅG Creed to suit your needs. Options include with or without armrests or headrest, and a low, medium or high backrest, fully or partially upholstered. You can also choose from our vast range of colours and fabrics.



# HÅG

flokk.com/hag

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