

Red Dot for Leva and touring skis Beat

Two **Egoé** line products from Bílovice have just received a red dot. Not perhaps for being naughty during distance learning, quite the opposite. **The modular system Leva and touring skis Beat** stood out in the crowd of global competition and both won the prestigious prize for design, **the Red Dot Award: Product design 2021**.

Leva – My life in a “cube”

The award suddenly came just as it was introducing to the world its new and playful appearance. We are talking about **the modular system Leva** that functions on the principle of a puzzle. Leva is a fixture in the Egoé portfolio, and this year it received a bit of a “face lift”. The basis remains a simple design in the shape of a cube. Then you can add a variety of roofs, walls and interior accessories.

With Leva, you will feel at home even when outdoors. “Here in Egoé, we say that Leva is an interior in the exterior. It offers you home comfort, even while you’re out in the fresh air where thoughts flow a bit more fluidly. So you can enjoy Leva not only as a

play/relaxation room, a rolling lounge for adults, but also as a fantastic outdoor office,” explained marketing director of Egoé, Jan Juza.

Leva is available in three variants depending on the location and method of use - Leva home, Leva office and Leva public. Behind the design of Leva was none other than **studio 519**.

Touring skis Beat to the rhythm of a heartbeat

This season, the phenomenon of ski alpinism experienced a major boom, so it’s no surprise that the second product being awarded are the **touring skis Beat**, bearing the signature of designer **Alice Fialová and studio 519**. These are the first skis of this type made by Egoé, whose design alludes to the essence of being.

The left ski represents the way up or seemingly also a heartbeat, whose fluctuations are accompanied by the actual altitude coordinates of the Giant Mountains. The line on the right ski illustrates that care-



free feeling felt when skiing, the freedom and the pure adrenaline we experience as we slide downhill.

The Red Dot Award, which came to Egoé for the second year in a row, shows that design with Czech roots has a clear and well-deserved place among the world's greats.

About the Red Dot Award

The Red Dot Award is an international competition of world importance recognizing the crafting and design of products. Success in the competition is decided by an independent international committee that evaluates the submitted products according to stringent criteria. The award's history reaches back to 1955.

Egoé and the Red Dot Design Award

Slalom skis Egoé Dip SL
Ski bag Maggot
Egoé Nestbox
Modular system Leva
Touring ski Beat

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