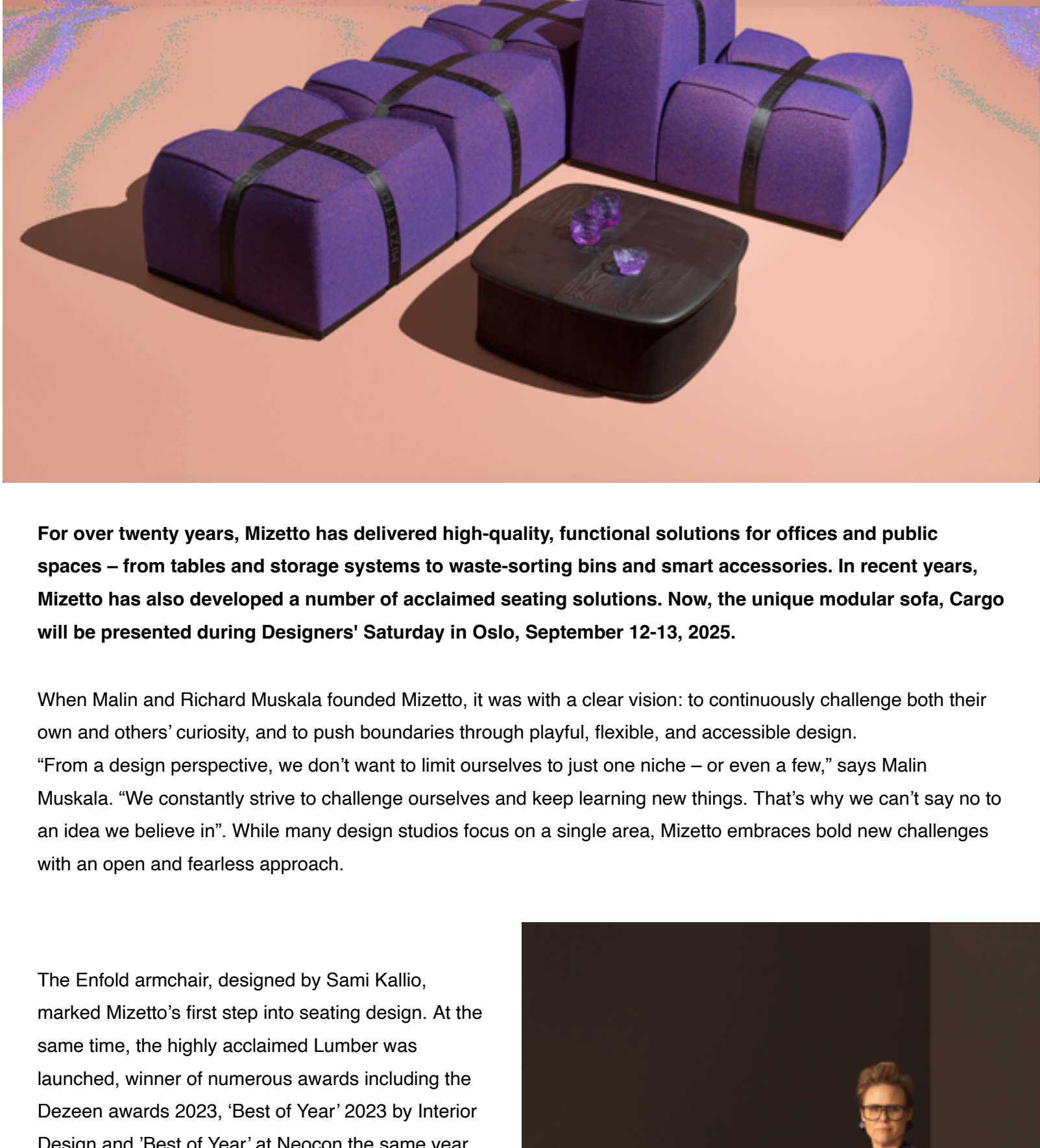


SWEDISH DESIGN BRAND MIZETTO PRESENTS CARGO DURING DESIGNERS' SATURDAY IN OSLO



The Enfold armchair, designed by Sami Kallio, marked Mizetto's first step into seating design. At the same time, the highly acclaimed Lumber was launched, winner of numerous awards including the Dezeen awards 2023, 'Best of Year' 2023 by Interior Design and 'Best of Year' at Neocon the same year.

The launch of Mizetto's first sofa is no coincidence. "We've always dreamed of creating our own sofa," says Richard Muskala. "But with sofas, the journey from idea to reality can be a long one. At the same time, we love tackling a new challenge – it's a driving force that runs through the entire company. Now, the time felt right for our first sofa."

And, just as with the celebrated Lumber, the new Cargo sofa has been brought to life by the Kalmar-based design studio ADDI.



"Working with Mizetto is always inspiring," says Karl-Magnus Lillqvist Sjöberg, product designer at ADDI. "They have a strong drive to challenge conventional norms and explore new expressions of functionality, which aligns perfectly with how we work. We speak the same language when it comes to form and are also willing to ask the kind of questions that lead to more than just another product. Cargo is a great example of how we can take something as familiar as a sofa and turn it into something entirely different."

He adds: "We like to think of Cargo as more than a piece of furniture. It's a tool for creating space in a room. A visual building block that can grow, move, and evolve over time. And the fact that Mizetto is bold enough to invest in this kind of exploratory thinking is what makes our collaboration both rewarding and relevant."



Maximal experience – minimal transport

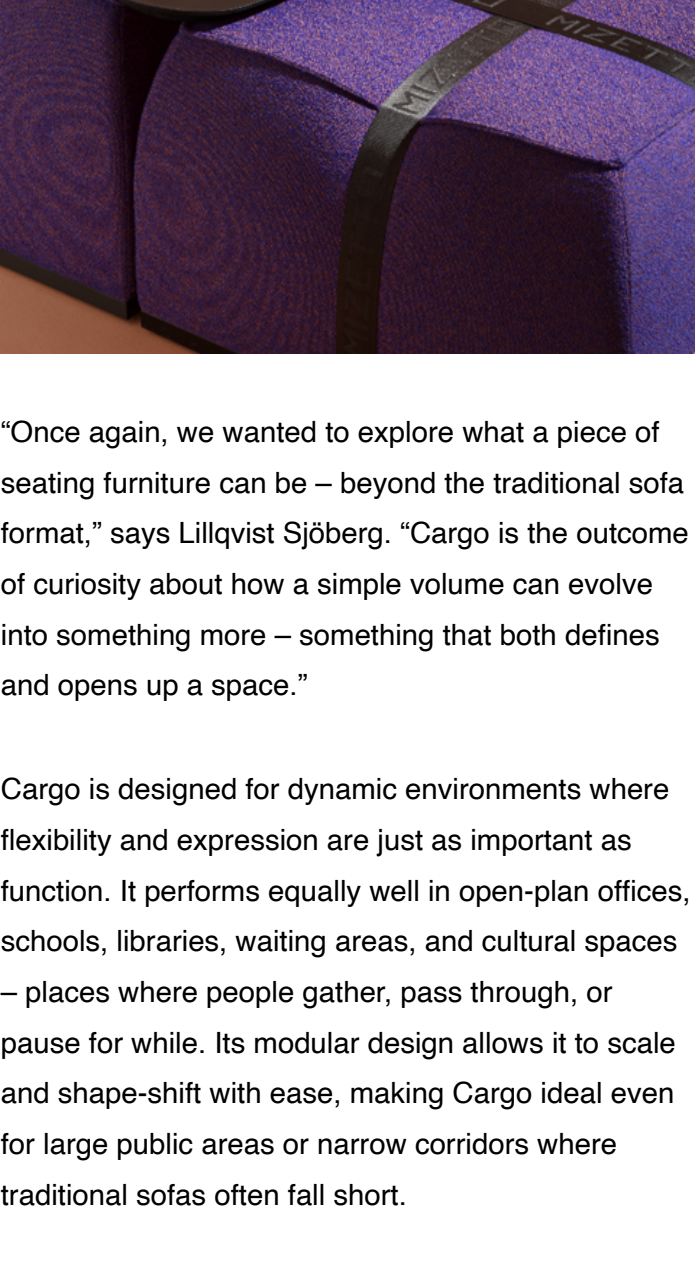
The inspiration for both the name and the shape of Cargo comes from space-saving cargo packages used in logistics, secured with tension straps. Similarly, the modular sofa is designed for easy and efficient shipping.

Functionally speaking, Cargo goes beyond the idea of a sofa. It's a landscape of endless seating opportunities. Comprised of three modular components, Cargo opens up a world of configurations and adapts effortlessly to all kinds of spaces. The modules strike a playful tone in their expression yet remain precise in form – rooted in the geometry of a classic cube, twisted and transformed into something unexpected and dynamic.

Each module is fastened securely with a connector underneath, making assembly straightforward – and disassembling just as seamless. The straps and fabric covers can easily be removed on site for cleaning or replacement.

A small integrated tray table can also be pressed down between the cushions, where it locks securely into place. The result is a versatile piece of furniture that encourages new ways of relaxing, connecting, or working, whether you're sitting, reclining, or simply leaning in.

With its open and welcoming design language, Cargo is just as suited for lounging as it is for casually perching in passing.



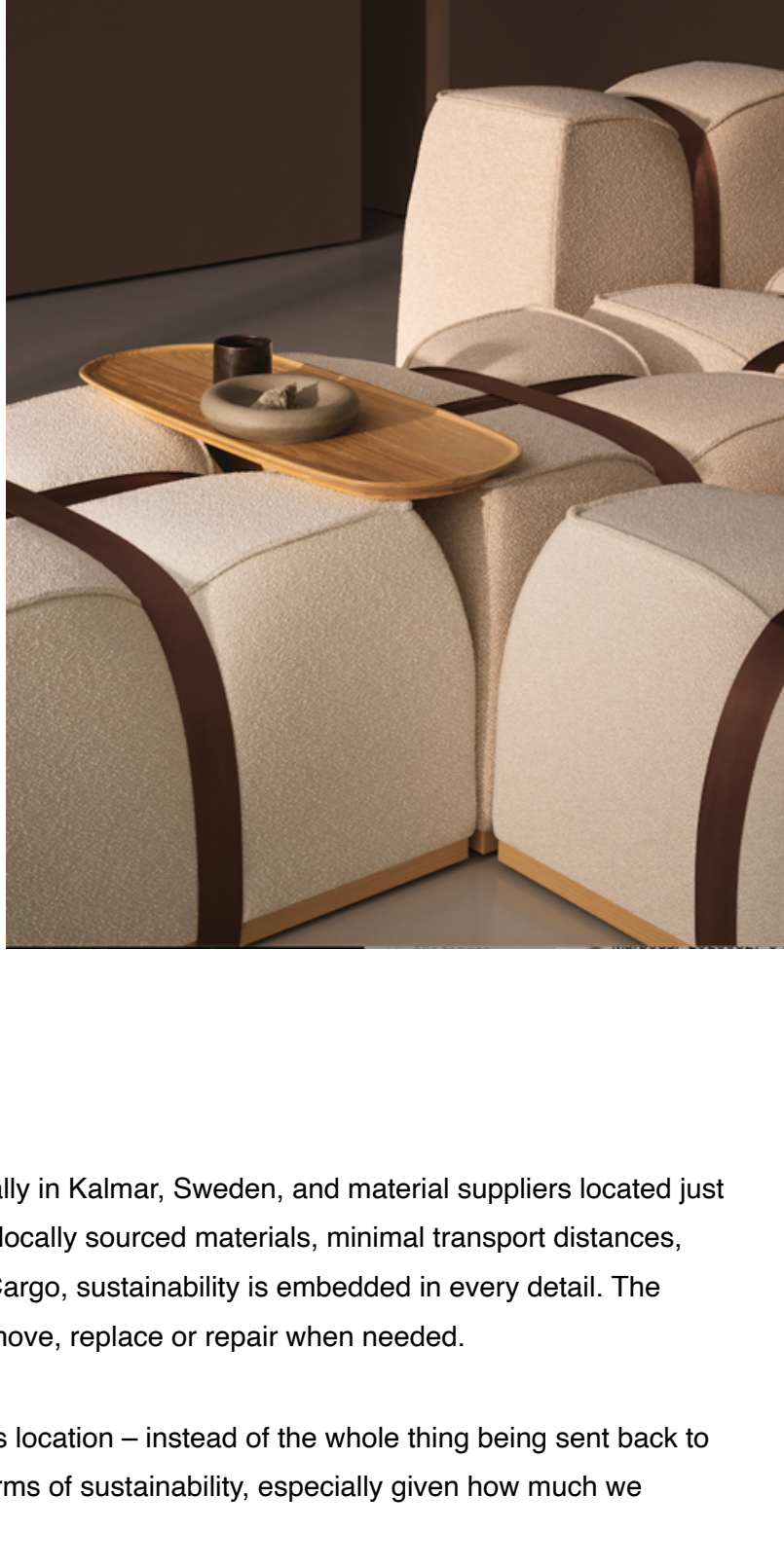
"Once again, we wanted to explore what a piece of seating furniture can be – beyond the traditional sofa format," says Lillqvist Sjöberg. "Cargo is the outcome of curiosity about how a simple volume can evolve into something more – something that both defines and opens up a space."

Cargo is designed for dynamic environments where flexibility and expression are just as important as function. It performs equally well in open-plan offices, schools, libraries, waiting areas, and cultural spaces – places where people gather, pass through, or pause for while. Its modular design allows it to scale and shape-shift with ease, making Cargo ideal even for large public areas or narrow corridors where traditional sofas often fall short.

"There's nothing quite like Cargo, and for us, that's essential," says Richard Muskala "When we develop a new product, it has to be something the world hasn't seen before."

The modules themselves are built on clear, foundational shapes, quite literally with a twist. The backrest is not just for leaning against, but is part of the room's flow, inviting users to stand, sit at an angle, linger, and connect.

"The design process was very much about balance – between playfulness and precision, between function and freedom, says Lillqvist Sjöberg.



Sustainability at every stage

With its own factory and product development based locally in Kalmar, Sweden, and material suppliers located just a few miles away, Mizetto exemplifies true sustainability: locally sourced materials, minimal transport distances, and a strong focus on creating long-lasting products. In Cargo, sustainability is embedded in every detail. The upholstery is attached using Velcro, making it easy to remove, replace or repair when needed.

"The fabric can also be swapped out on-site at the client's location – instead of the whole thing being sent back to us," says Malin Muskala. "That's a major advantage in terms of sustainability, especially given how much we export."

The padding is injection-molded in four parts to reduce tooling size and can easily be detached from the frame, as it is not glued to the core. This is a deliberate design decision – one that ensures flexibility not only in use, but also in longevity. The materials have been thoughtfully chosen for both aesthetics and performance: durable, tactile, and built to withstand high-traffic environments.

For Hi-Res images, please find [link here](#).

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About ADDI

ADDI is a Swedish design studio founded in 2006. Their work has earned multiple international design awards, including the Dezeen Awards, Red Dot Award, Best of NeoCon, and German Design Awards. Takes a user-centered approach to design, striving to deliver bold and innovative solutions, with the ultimate goal of putting a smile on your face.

More at: [ADDI.se](https://addi.se)