

Stockholm Furniture Fair 2017 Swedese presents eight future classics

Swedese presents news from the designers Monica Förster, Front, Thomas Sandell and a new textile designed by the Finnish artist Kustaa Saksi. Several of the news are referring to the design heritage of Swedese's founder Yngve Ekström.

Swedese presents eight future classics in the furniture collection 2017, designed by some of the most talented Scandinavian designers: Monica Förster, Front and Thomas Sandell. Several of the new items are inspired of the rich design heritage of Yngve Ekström and refers to his thoughts about modern Scandinavian design with the user in focus and Swedese's long history of local and sustainable production. The characteristic bended wood, as well as the simple and elegant forms with focus on function are visible in the collection, yet the new Swedese design feels very modern and future oriented.

The founder of Swedese, Yngve Ekström also had a deep interest in music, poetry and art, so therefore it feels very natural that Swedese has invited the Finnish artist Kustaa Saksi to design a new fabric for furniture and textile accessories.

New furniture collection 2017

Sofa *Wood*, design Monica Förster

Wood, designed by Monica Förster, is characterized by clear lines and its distinct wooden frame. In both shape and choice of material it reflects the Swedese design tradition, not least Yngve Ekström's vision of creating elegant furniture that combine strong wooden details with textiles. In particular, the wooden frames of each sofa have been carefully selected and treated, in order to have the finest quality of natural grains present in the wood.



Table *Coffee Bean*, design Monica Förster

When designing Coffee Bean, Monica Förster sought inspiration in nature, in line with the Swedese tradition. The name explains the shape, which follows the curved shapes and organic materials of a coffee bean. Specifically, the table also engages in a dialogue with the archives of Yngve Ekström and his design aesthetics, which often took as their starting point a particular shape he had noticed in the rich nature outside his home. In this way, it symbolizes the history of the company, while also pointing forwards to the future.



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Armchair *Guest*, design Monica Förster

Monica Förster's *Guest* is easily recognized by its distinct use of bentwood as well as its graceful measurements. Its delicate size allows it to fit in any setting without taking over. Depending on its place in the room, it can be used in a group or as a solitary piece. In addition, it is designed to be especially comfortable to sit in, which makes it perfect for both working and socializing. The name alludes to the designer's underlying desire to create a chair for people to feel at home in, for shorter or longer periods of time.



Armchair *Hug*, design Monica Förster

Hug is designed by Monica Förster to be a subtle and soft-spoken piece of furniture, easy to fit into any kind of environment. Compared to many other armchairs, it is smaller in size. Its shapes are warm and welcoming but balanced with a strong and independent character. The aesthetics allude to a certain kind of Scandinavian elegance, but in an updated version, based in a more contemporary approach.



Table *Pond*, design Monica Förster

The contrasting materials and structures enhance the organic shapes that define *Pond*, designed by Monica Förster. The monochromatic colour scheme brings harmony and a sense of calmness. It works nicely both as a solitary table and as part of a larger group, whichever you prefer. Depending on availability, it is also possible to order a bespoke version of *Pond*, made from leftover materials from other productions. This sustainable approach ensures that waste is kept to a minimum. Because different stones are used in different productions, the aesthetic effects are varied and cannot be planned in advance, creating a truly bespoke piece of furniture.



Facts about Monica Förster

Inspiration from northern Swedish Sami handicraft, Asian gourmet food, the elegance of high fashion – and even nature itself. Monica Förster's designs are based on many feelings

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and contradictions – creating something new, powerful, useful and poetic. Born in 1966, Monica Förster grew up close to the Arctic Circle in the very north of Sweden. She trained at Beckmans School of Design and the University of Arts, Crafts and Design. She also has her Design Studio and her clients are producers in England, Italy, Germany, Japan and Sweden. Monica Förster is represented in the International Design Yearbook and some of her pieces are among the most internationally renowned in contemporary Swedish design.

Sofa *Button*, design Front

For their Button Sofa, Front has found inspiration in the Swedese archives in order to express the Scandinavian heritage that is so present in the company's history as well as in the current collection. This ambition is noticeable not least in the use of crafted wood and leather details, which has resulted in a piece of furniture that works both for public environments and the contemporary home. The wooden buttons on this sofa makes it possible to attach accessories and give the sofa additional functions. It's possible to choose a colour and then add a table or cushions to customize the sofa!



Facts about Front

Great design is the effect of choosing the right methodology. The design agency Front is convinced that thorough research, in combination with a creative approach, is the best way to create design expressions that can have both high impact and longevity. Founded in 2004, today the Stockholm-based agency consists of Sofia Lagerkvist (born 1972) and Anna Lindgren (born 1974).

Front reached international fame through their collaboration with Moooi, which resulted in the well-known "Horse lamp", but they have also worked with, among others, Kartell, Moroso and Ikea. In 2010, they received one of the world's largest design awards, the Torsten and Wanja Söderberg Prize. The same year, they were also awarded Designer of the Year by Elle Interiör.

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Armchair *Mino*, design Thomas Sandell

Inspired by the iconic Lamino, Thomas Sandell has created Mino. The chair is designed with the shape and needs of the human body in mind. Sandell has carefully considered every aspect of what a chair needs to offer. The end result is marked by the large amount of compassion and care that was put into the design process, while also being true to the stylish look of its predecessor, making it perfect for someone who values the combination of comfort and aesthetics. Mino is equally nice to look at as to sit in!



Facts about Thomas Sandell

Elegant, functional and minimalist. Buildings, furniture and interior design objects by Thomas Sandell are instantly recognizable due to his well-grounded approach to matters of form and function. As one of the leading designers and architects of Sweden, Thomas Sandell has been instrumental in shaping the development for Swedish design during the last decades. Born 1959 in Jakobstad in Finland, he received his degree in architecture from KTH Royal Institute of Technology. Since then, he has, among other things, been involved in the planning of Gåshaga Brygga, Lidingö, developed the interior design for Museum of Modern Art and the Museum of Architecture as well as for the restaurant Rolf's Kök, Stockholm. He has also designed furniture for Asplund, Ikea and B&B Italia. His designs have been awarded "Utmärkt svensk form", an award for excellent Swedish design, no less than eleven times.

Textile *Nature*, design Kustaa Saksi

Kustaa Saksi is known for his ability to create whimsical worlds, marked by a dynamic design expression and a deeply personal understanding of nature. Drawing on his skills as both artist and designer, he references his native Scandinavian landscape when telling stories through textiles. The many intricate details hold mystical symbols and secret messages. With the woven fabric Nature in five colour combinations Saksi brings new energy to the timeless Lamino. It is also available in a printed version for pillows.



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Facts about Kustaa Saksi

At the core of all design, art and craft is the desire to tell a story. Being both a visual artist and textile designer, Kustaa Saksi sees himself as a storyteller, regardless of what material or medium he is working with. Having grown up in Finland (born 1975) but currently residing in Amsterdam, his visual language is based in the organic, with distinct references to nature. The detailed patterns create complex shapes, but with an element of playfulness, alluding to the design aesthetics of the 60s. The art of Kustaa Saksi has been internationally exhibited at galleries and museums, in places from London, New York and Berlin to Singapore and Bangkok. Among his clients are Nike, Issey Miyake, LMVH, Salvatore Ferragamo and Marimekko. For Swedese, he has produced the textile "Nature".

Swedese was founded 1945 in Vaggeryd of the brothers Yngve och Jerker Ekström and Sven Bertil Sjökvist. With the famous Lamino armchair, launched in 1956 after many years of development work, Yngve Ekström, designer and sculpture, created a beloved classic chair and the first big success of the company. His defined ambition was to create furniture that would survive upcoming trends and design hypes. The comfort and easy elegance of Lamino is very typical of Yngve Ekströms design. The thin layered glued bended wood and the seaming has been two of Swedese's pillars in the production since the very start. All production takes place in the companies' factories in Vaggeryd and Äng, with a true craftsmanship that has developed during more than half a century, with the goal creating excellent designs and producing furniture with minimal environmental strain, to last a life time.

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