

# Swedese Orgatec 2010 Press info

Swedese exhibits its news in hall 10.2, stand K040/J041,  
at the Orgatec trade fair in Cologne, October 26–30, 2010.

Swedese is showing furniture designed by Yngve Ekström, Monica Förster, Michael Young, Marina Bautier, Setsu & Shinobu Ito, Roger Persson, Claesson Koivisto Rune, Michaël Bihain, Barber Osgerby, Katrin Olina, Naoto Fukasawa, Christine Schwarzer and Thomas Bernstrand.

*The News on display are:*

Desirée, designed in 1954, chair in white lacquered steel, including a seat cushion. Tables in oval or round shape, with white compact laminate table tops and bases of white lacquered steel. Suitable both for indoor and outdoor use.

*Yngve Ekström*

Antelope, wooden chair in solid ash wood with upholstered seat in fabric or leather. Antelope table also in ash wood, 200 x 90 cm, height 72 cm.

*Monica Förster*

Avalon, swivel chair with automatic return, yet with invisible base. Here upholstered in fabric Flex from Swedish supplier Väveriet. The Avalon is also available as easy chair, without the swivel function.

*Michael Young*

Bespoke, table in oak that you can order to the size you need. Bespoke is available up to a length of 250 cm (350 cm with table top extensions), and a width up to 130 cm. The height is always 72 cm.

*Roger Persson*

Cruiser, easy chair in oak veneer, upholstery in fabric or leather. The Cruiser is folding.

*Marina Bautier*

Gap Café, easy chair, sofas, benches and modular sofa system with a seat height adapted for café- dinner- or conference tables. Steel sled base in chrome finish, or with legs in either oak or birch. Gap Lounge is the complimentary modular sofa system, having softer, deeper and lower sitting.

Hanahana valet stand, in ash wood with white or black lazur finish, the frame is in steel with white or black lacquer. The valet stand adds to the Hanahana series of coat hangers introduced by Swedese last year.

*Setsu & Shinobu Ito*

Swedese Möbler AB was founded in 1945 and is a classic Swedish furniture manufacturer with a strong anchor in both the domestic and public domain. In 1956, the architect Yngve Ekström, one of the founders of Swedese, designed the Lamino armchair, which has become almost synonymous with the Swedese trademark. Together with names including Alvar Aalto, Arne Jacobsen, Poul Kjaerholm and Bruno Mathsson, Yngve Ekström was at the core of a generation of designers who made the concept 'Scandinavian Modern' famous all over the world.

Swedese's ideals are the same today as they have been for the past sixty-five years. These are to create beautiful furniture for the future, which build on the foundations of Scandinavian modern traditions, designed by forward-looking designers who share in the timeless ideals of architecture.

Enclosed: CD with high resolution images of the news.

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