

Swedese Milano 2011 Press info

At the Salone Internazionale del Mobile in Milan, April 12–17, 2011, stand D43 in Hall 16, Swedese will unveil our new collection for 2011.

At Swedese in Milano you will find furniture designed by Claesson Koivisto Rune, Broberg & Ridderstråle, Roger Persson, Thomas Bernstrand, Lime Studio, Isaac Chen, Staffan Holm, Marina Bautier, Michael Young, Michaël Bihain and Katrin Olina.

Swedese's ideals have been the same for the past 65 years – to create beautiful furniture for the future. Together with forward-looking designers who share in the timeless ideals of architecture. Our carpenters in our own factories in southern Sweden are, as always, developing new and smart techniques. We work constantly looking for new eco-friendly materials and production processes – especially considered when developing new models for the Swedese collection. With sublime and long-lasting design, produced by skilful craftsmen and using high quality materials, we create furniture that will last a lifetime. Or longer.

Swedese Möbler AB was founded in 1945. It's a classic Swedish furniture manufacturer with a strong anchor in both the domestic and public domain. In 1956, the architect and Swedese founder Yngve Ekström, designed the Lamino armchair, which has become quite a symbol for the trademark. As designers such as 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" world wide famous.

Enclosed: CD with high resolution images of the news

The News on display are:

Continental – sofa with upholstery in fabric or leather. Steel frame in black lacquer, white lacquer or chrome finish.

Claesson Koivisto Rune

Cruiser – folding stool in laminated oak veneer. Upholstery in fabric or leather. Adds to the Cruiser easy chair Swedese launched last year.

Marina Bautier

Divido – round table in two sizes, diam. 95 and diam. 120, in height 72 cm. Entirely in ash wood with black lazur finish, or with legs in ash wood with white lazur finish and the table top in white laminate.

Broberg & Ridderstråle

Happy – sofa with low back or with high back. Upholstery in fabric or leather. Steel sled base in chrome finish. A sofa adding to the Happy family of easy chairs, chairs and bar stools.

Roger Persson

Ivy – shelf to build to the height you wish, and in the shape you wish. Available in ash wood with white- or black lazur finish, or in pine wood with clear lacquer finish. We are proud to announce that the Ivy shelf won the award + 1, by Swedish magazine FORM, as the Best New Product at the Stockholm Furniture Fair, February 2011.

Thomas Bernstrand

Lime – table in four different sizes, each of them in two different heights – 34 and 45 cm. Steel frame in black- or white lacquer finish and table top in laminate. On three of the sizes the table top comes reversible with one side in white and the other side in black.

On the fourth size you must decide your choice of colour table top from the beginning.

Lime Studio

Riddle – magic newspaper hanger. Produced in solid wood, with sound-absorbing rubber rings and polyester ribbons. Available in white or black colour. For wall assembly.

Isaac Chen

Spin – stool in ash wood which is infinitely stackable. Available in clear lacquer, black- or white lazur finish. The Spin stool is the winner of the prestigious award "Furniture of the Year", by Swedish magazine Sköna Hem, March 2011.

Staffan Holm