

# Swedese London 2011 Press info

At the Clerkenwell Design Week in London, May 24–26, 2011, in the Familoe Building, a listed old Victorian Warehouse, 34 St. John Street, East Central London, Swedese exhibits its newest designs and a few more pieces in the collection.

You will find furniture designed by Claesson Koivisto Rune, Roger Persson, Thomas Bernstrand, Lime Studio, Isaac Chen, Marina Bautier, Michael Young, Michaël Bihain, Katrin Olina and Naoto Fukasawa.

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 Yngve Ekström, one of the founders of Swedese, 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.

*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*

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*

For further information  
please contact  
Kristina Farwing  
Swedese Möbler AB  
P.O. Box 156  
SE-567 23 Vaggenyd  
Sweden  
Tel +46 (0)393 797 02  
kristina.farwing@swedese.se  
www.swedese.se

UK agents for Swedese  
Jane Pike  
InForm Furniture Ltd  
99, St. John's Hill  
London SW11 1SY  
Tel +44 (0)20 7228 3335  
jane@informfurniture.co.uk