

# Swedese London Design Festival 2011 Press info

At the London Design Festival, September 22–25, 2011, at the designjunction venue, stand G23, Victoria House Basement, 37–63 Southampton row, London WC1B 4DA, Swedese exhibits some of its newest designs and a few more pieces in the collection.

You will find furniture designed by Claesson Koivisto Rune, Lime Studio, Staffan Holm, Marina Bautier, Broberg & Ridderstråle, Katrin Olina, Michael Young and Michaël Bihain.

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. 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.

## *The News on display are:*

Divido – round table in two sizes, Ø 95 and Ø 120, in height 72 cm. All 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*

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*

Spin – infinitely stackable stool in ash wood. Available in clear lacquer, black- or white lazur finish.

### *Staffan Holm*

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