

Swedese Zürich 2011 Press info

At the Neue Räume, November 1–6, 2011, in the ABB Eventhalle 550, Hall 2, Brichstrasse 15 in Zürich-Oerlikon, 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, Staffan Holm, Lime Studio, Isaac Chen, Christine Schwarzer, 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 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 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:

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

Staffan Holm

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