

Swedese Milano 2008 Press information

Swedese exhibits its news in hall 8, stand D33,
at the Salone Internazionale del Mobile in Milano, April 16-21, 2008.

Furniture designed by Michael Sodeau, GamPlusFratesi, Michaël Bihain, Roger Persson, Susann Wessely Gromark, Per Bornstein, Mattias Lind, Thomas Bernstrand, BarberOsgerby, Naoto Fukasawa, Monica Förster, Arik Levy, Michael Young, Katrin Petursdottir, Mårten Claesson, Eero Koivisto, Ola Rune and Christine Schwarzer.

The News on display are:

Flow, lounge chair in oak veneer or black stain. Fixed side tablet available as an option.

Michael Sodeau

Cartoon, easy chair with an oversize backrest with buttons. Frame in solid oak.

Stine Gam, Enrico Fratesi

Libri, shelf in white- or black lacquered ash wood.

When launched at the Stockholm Furniture Fair, the Libri was premiered the Forum Aid +1 Award for Best New Product 2008. It is also nominated for the Swedish Design Award.

Michaël Bihain

Happy, stackable chair and armchair, with wooden seat or upholstered seat.

Roger Persson

Torso, armchair with a wheelbase.

Susann Wessely Gromark, Per Bornstein, Mattias Lind

Heaven, step ladder in aluminium, white or black lacquer.

Thomas Bernstrand

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 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 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.

For further information
please contact
Kristina Farwing
Swedese Möbler AB
P.O. Box 156
SE-567 23 Vaggeryd
Sweden
Tel +46 (0)393 797 02
Fax +46 (0)393 122 44
kristina.farwing@swedese.se
www.swedese.se