

# Swedese

## Stockholm 2009

### Press information

Swedese exhibits its news in hall C, stand C14:41  
at the Stockholm International Furniture Fair, February 4-8, 2009.

Swedese Shop+Showroom in Stockholm stays open during the fair period.  
At Narvavägen 10 in the Östermalm part of the city, you will find our news and  
also the majority of all models in the Swedese furniture collection.

Swedese is showing furniture designed by Setsu & Shinobu Ito, Mårten Claesson,  
Eero Koivisto, Ola Rune, Bror Boije, Monica Förster, Roger Persson, Michaël Bihain,  
Gam Fratesi, Barber Osgerby, Michael Sodeau, Arik Levy, Susann Wessely Gromark,  
Per Bornstein, Mattias Lind, Michael Young, Katrin Olina Petursdottir and Yngve Ekström.

*The News on display are:*

Boxplay, sofa and ottoman/divan part, on steel sled bases,  
here upholstered in white Elmo Nordic leather.

*Mårten Claesson, Eero Koivisto, Ola Rune*

Edge, shelving system for wall assembly, in aluminium with white-, black- or silver colour finish.

*Bror Boije*

Hanahana, coat hanger, freestanding or for wall assembly,  
available in ash wood with white- or black lazur finish.

*Setsu & Shinobu Ito*

Olive wood, oak chair, with wooden seat or with upholstered seat.

Olive metal, stackable chair and armchair in birch, on steel sled base in chrome finish,  
with wooden seat or with upholstered seat. The seats and backs of the Olive chair/armchair  
are created in twenty individually different design expressions.

*Mårten Claesson, Eero Koivisto, Ola Rune*

Teatime, trolley with frame in ash wood with white lazur finish, black lazur finish or clear lacquer.  
Scrath tolerant trays in white or black, where the top tray can easily be detached from the trolley.

*Mårten Claesson, Eero Koivisto, Ola Rune*

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 1945, the architect  
Yngve Ekström, one of the founders of Swedese, 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

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