

# Swedese Stockholm 2010 Press info

Swedese exhibits its news in the stand A20:30 at the Stockholm Furniture Fair, February 9-13, 2010.

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 Yngve Ekström, Monica Förster, Michael Young, Marina Bautier, Setsu & Shinobu Ito, Claesson Koivisto Rune, Roger Persson, Bror Boije, Michaël Bihain, Naoto Fukasawa, Christine Schwarzer, Thomas Bernstrand and Katrin Olina Petursdottir.

*The News on display are:*

Desirée, designed in 1954, chair in white lacquered steel with a seat pad. Tables in oval or round shape, with white compact laminate table tops and bases of white lacquered steel. For indoor or outdoor use.

*Yngve Ekström*

Antelope, wooden chair in solid ash wood with upholstered seat in fabric or leather.

Antelope table also in ash wood 200 x 90 cm, height 72 cm.

*Monica Förster*

Avalon, easy chair or swivel chair with automatic return, here upholstered in fabric Flex from Swedish supplier Väveriet.

*Michael Young*

Bespoke, table in oak that you can order to the size you need. Height 72 cm.

*Roger Persson*

Cruiser, easy chair in oak veneer, upholstery in fabric or leather.

*Marina Bautier*

Gap Café, easy chair, sofas, benches and modular sofa system with a seat height adapted for café-, dinner- or conference tables. Steel sled base in chrome finish, or with legs in either oak or birch.

Gap Lounge, easy chair, sofas and modular sofa system with softer, deeper and lower sitting.

Steel sled base with chrome finish, or with legs in either oak or birch.

Hanahana, valet stand, in ash wood with white or black lazur finish, the frame is in steel with white or black lacquer. The valet stand adds to the Hanahana series of coat hangers introduced by Swedese last year.

*Setsu & Shinobu Ito*

Lamino, easy chair and foot stool with a new range of sheepskin colours.

The Lamino easy chair and foot stool, upholstered in a beautiful raspberry leaf embossed leather, handmade by designer Carina Sohl, is exhibited in the Möbelriket stand KF10 next to the A-hall.

*Yngve Ekström*

Olive, café or bar table with table top in oak, in three different designs. Base with pillar and foot in steel, with chrome finish. Completes the series of Olive stackable chairs and wooden Olive chairs launched by Swedese in 2009.

*Claesson Koivisto 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 1956, 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-five 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.