

Swedese Milano 2010 Press info

Swedese exhibits its news in hall 8, stand D33,
at Salone Internazionale del Mobile in Milan, April 14–19, 2010.

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.

The News on display are:

Desirée, designed in 1954, chair in white lacquered steel, including a seat pad. Tables in oval or round shape, with white compact laminate table tops and bases of white lacquered steel. Suitable for both indoor and 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 is the complementary modular sofa system, with softer, deeper and lower sitting.

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 three new sheepskin colours available. The Lamino was launched in 1956, designed by Swedese's founder, and in 1999 it was voted the Best Swedish Furniture Design of the Century.

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.

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