

JOHANSONTM

DESIGN

PRESS INFORMATION

Scandinavian new models – full of expressive design

Johanson Design presents 5 new models at this year's Salone del Mobile, Milan. The models are all influenced by the style that has become the hallmark for Johanson Design – Scandinavian minimalism with expressive lines.



Gap



Rib



Cabin



Speed



Speed EC

High resolution images are available for downloading from our website:
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Model Gap

The name of the chair Gap originates from the rear shape, expressed through the design of the back and seat. Besides adding to the chair's character it adds to the comfort. Available in various finishes such as timber, lacquer, upholstery this chair makes a perfect choice for many environments.

Design: Simon Pengelly

British designer Simon Pengelly is one of Europe's leading designers. He started Pengelly Design in 1993 and today produces designs for the world's leading furniture manufacturers. Pengelly's talent at shaping production with "soul" has been recognised in a number of awards. His mix of minimalism, clever production ideas, timeless yet new interpretations sits well with Johanson Design's Scandinavian influenced furniture.

- I will only work with a company that radiates something I can sympathise with, says Simon Pengelly, and I have always wanted to work with a Scandinavian producer.

- At Johanson Design there is a huge potential for a longterm and personal relationship which means so much when commercial co-operation too often is sterile.

Model Rib

The original idea for Rib grew out of Alexander Lervik's decision to create a stackable chair with a strong design image. He quickly created the ribbed seat but searched a long time for the right material to use. The choice of pressed felt gives particular character and what makes it even more special - in the production process the chair frame is fixed and integrated underneath.

Model Cabin

Cabin is a modern armchair with Italian influences. This seat is surrounded by an outer plastic shell, which creates a feeling of being soft on the inside and hard on the outside. The chair has been designed with minimal external dimensions but also generous space inside and suits most environments e.g. boardrooms, lounges, restaurants and lobbies.

Design: Alexander Lervik

Alexander Lervik has studied product and interior design at The Beckmans Design School. Lervik Designs are in the forefront of product design and creative interiors. His work spans furniture design, textiles, glass and industrial design to interior design for restaurants, nightclubs and shops. His furniture design is characterised by openness, flexibility and timeliness, with a single-minded focus.

Model Speed & Speed EC

Speed is a whole new furniture collection by Johanson Design, consisting of a stackable chair and lounge seat. The visual metal leg and frame shows off the construction as well as sympathetically enfolding the contrasting fabric seat. This gives the architect many options to use the form and shape within a variety of environments.

Design: Johan Lindstén

Johan Lindstén is a newly qualified designer in Stockholm. The design skill and the way he shapes his furniture has won him many admirers. He specialises in furniture shapes that are influential in producing clever total solutions. Additionally there are unexpected details which create plenty of excitement. Shape and expression combined with functionality are Johan's trademark.

Press contact

Please visit us at the Salone del Mobile Fair in Milan 09.
You are very welcome to visit us at our stand at The Salone del Mobile Fair in Milan 09.
You will find us in Hall 6, Stand E 24.
On www.cosmit.it you will find further press information of our other recently introduced collections that are also displayed at the exhibition stand.

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JOHANSON DESIGN

Genuine scandinavian furniture know-how with a worldwide following of customers

Johanson Design is one of Sweden's most expansive furniture companies. The ownership is shared between the brothers Dan and Paul Johanson, who following investments in well known designers, a decisive scandinavian design and solid furniture craftsmanship have established a wide international customer base.

Johanson Design was started in 1953 and has ever since then maintained a high level of craftsmanship as a platform for the company. Since Dan and Paul Johanson took over the company in the early nineteen nineties, it was decided to continue to develop designs dedicated to the 'Johanson Design style' that is so well received all over the world today.

We realized early on that the key to success was to combine furniture know-how with high quality designs says Paul Johanson

It all started with the designer Leo Thafvelin who contacted us with a chair that he had produced as an examination product. Dan and Paul Johanson realized immediately that this was a design they had been looking for to symbolize future lines. This resulted in the model Snaps that turned out to be a huge hit for the company.

Following that - other well known designers such as Mattias Ljunggren, Alexander Lervik, Anders Hjelm, Johan Lindstén and Simon Pengelly have been working closely on product developments. All the time they have been working with the company to launch many new products that has helped Johanson Design to gain their own high profile. The reputation we have and what the brand Johanson Design means is simple and minimalist, underlined by a strong profile and clean scandinavian lines says Dan Johanson. Johanson Design have always maintained to use a choice of high quality materials and to honour delivery times.

The Johanson Design target group is very broad and worldwide. Almost everything is specified and purchased through architects, designers and dealers. It is mainly for contract use such as offices, retail shops, hotels, restaurants and ship interiors to name a few. Scandinavia and UK are the biggest markets followed by Benelux, France, Germany, Italy and USA.

Facts for

Johanson Design

Turnover

SEK 80 M

Export

48 procent

Staff

40

Sister Company

Metector with 15 staff and a turnover of SEK 15M