

Scandinavian new models full of expressive design

Johanson Design presents seven new models at this year's Stockholm Furniture Fair. The models are all influenced by the style that has become the hallmark for Johanson Design – Scandinavian minimalism with expressive lines.



Carat



Rib BS



Rib w armrest



Nest Chair



Nest Lounge



Boomerang



Speed BS

The model Carat

Carat is the latest chair that Mattias Ljunggren has designed for Johanson Design. The chair is made of die cast PUR rubber, that as well as the ergonomical form gives it qualities like great seating comfort and flexibility. The material is furthermore extremely durable. The name Carat is associated with the seat, that looks like it has been chiseled and cut out from one piece. The form of the chair is almost contradictory, in its softly sweeping silhouette viewed from the side, and its severe and straight appearance viewed straight on and from above. As a standard the chair comes in white and black PUR rubber, but more colours are available on demand. Carat is a stacking chair.

Design: Mattias Ljunggren

Mattias Ljunggren is an educated architect (SIR, MSA). He works with artistic projects, exhibitions for galleries and museums, private and public interior decorations and furniture design. He has been awarded with the Swedish architectural prize The Golden Chair in 2002 and 2005. Earlier projects for Johanson Design includes Kennedy and Jackie.

The modell Rib BS and Rib WA

Our awarded chair Rib has been supplemented with a bar stool and a chair with arm rest. Rib has been awarded the "Best of the best 100% design"-prize in Rotterdam and the Swedish award "Most innovative new product in 2009" by Forum Aid +1 at the Stockholm Furniture Fair. Rib was also nominated for "The Golden Chair" in 2009.

The modell Nest

This furniture series is based upon the piece of metalwork that joins the seat and the legs. The powerful graphical expression of this piece of metalwork provides the series a strong design identity and facilitates a wide variety of wood sorts and colouring of the legs combined with seat colours, wood or covering. The identical piece of metalwork is used in all of the furniture in this series: chair, lounge armchair, table etc.

Design: Alexander Lervik

Alexander Lervik studied three years of product and interior design at Beckmans School of Design. Lervik Design is most dedicated to product design and interior design. Their clients are spread throughout the world with the majority in Scandinavia. The tasks vary from designing furniture, textile, glass as well as industrial design – to interior design of restaurants, night clubs and boutiques.

The modell Boomerang

The new Johanson coat hanger "Boomerang" is described by the designer Johan Lindstén as a brave, reclining drum major that by the help of asymmetry manages to capture the curved rubber hangers that is so easy to hang clothes on.

The modell Speed BS

The furniture series Speed is extended with a bar stool designed by Johan Lindstén. The series now consists of the stacking chair Speed, the chair Speed Lounge and the bar stool Speed. The distinct framing of Speed makes it easy to customize when it comes to colouring and covering.

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 our stand at the Stockholm Furniture Fair February 9-13.

You will find us in Hall A, stand A 18:20. At www.stockholmfurniturefair.com you may find press information concerning our other newly released products, which are also on display at our stand. Many of our designers are also present: Alexander Lervik, Johan Lindstén, Mattias Ljunggren and Anders Hjelm.

For further information, please contact:

High resolution images are available for downloading from our website:

www.johansondesign.se

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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

45