

Swedese Portfolio

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The collection in
words, images & facts

Swedese Portfolio



Swedese Portfolio

It's about the design and the people behind it.
About materials, and a certain feeling.
About what we create with our designers,
and what our products create together.
And it's about time, timing and timelessness.

Swedese was founded in 1945, in a world finally
at peace, by two brothers with a passion for wood,
beauty and craft. This publication celebrates
our new collection, our heritage and our 70-year
anniversary. Have a look at our portfolio!

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Diva easy chair
Diva sofa
Staffan Holm
Rondo table





Bespoke table
Roger Persson
Grace bar stool
Staffan Holm

Nova sofa
Flower Mono table
Christine Schwarzer



Fakta shelf
Yngve Ekström
Kite high easy chair
Broberg & Ridderstråle





Norma easy chair
Roger Persson
Libri shelf
Michaël Bihain
Bespoke table
Roger Persson
Grace chair
Staffan Holm

Noton acoustic panel
Claesson Koivisto Rune
Kite conference chair
Broberg & Ridderstråle
Bespoke table
Roger Persson
Fakta shelf
Yngve Ekström



Lamino by Nudie Jeans easy chair

Yngve Ekström

Boxplay sofa

Claesson Koivisto Rune



Gap Meeting modular seating
Rondo table



Madison easy chair
Madison sofa
Leila Atlassi/Wingårdhs
Breeze table
Monica Förster



Happy sofa
Happy easy chair
Roger Persson
Noton acoustic panel
Claesson Koivisto Rune
Flower table
Christine Schwarzer



Norma easy chair

Roger Persson

Fakta shelf

Yngve Ekström

Diva sofa

Staffan Holm

Rondo table



We've met up at the Broberg & Ridderstråle office, a fairly messy space with prototypes, sketches and odd pieces of furniture here and there, with no apparent structure. None of the precise finish that is typically so prevalent in Broberg & Ridderstråle's interior design work is visible here. But this is not actually where the most important work takes place: that happens "anywhere at all".

And what we talk about is how Mats Broberg and Johan Ridderstråle got a piece of mesh that Swedese's then-CEO had found interesting, a kind of fabric that would shrink 30% when steamed. "Then we got the actual foundation: a direct association with kites and the balsa airplanes we built as kids. We understood that we needed to find a frame, across which to stretch it," remembers Mats as he talks about Kite, the surfer-inspired easy chair that launched at *Il Salone del Mobile* 2015 as a conference chair.

"We have an unstructured approach to work," explains Mats Broberg, making it sound like an established work method.

"We don't sit here in the office and work. We go all over, often on



Talking design & collaboration with Broberg & Ridderstråle



walks or to museums and exhibitions. Ideas have to come with happiness, a joy of discovery; otherwise, they'll never be good." For that reason, they have no employees or interns; they are not bound to the office, nor are they influenced by finances when choosing assignments. "It gives us freedom." And this approach has been very successful, thus far.

"I'm a little more zealous and have ideas more often, which Johan then scales down intellectually. He's more structured than I am," says Mats. Johan fidgets a little, but does not disagree.

Mats and Johan met while studying interior architecture. They chose to work together immediately on both side projects and their school assignments. Given that they had made their degree project together, it felt natural to continue working together. The company was launched in 2001 – "because we sold a candlestick and needed to send an invoice". Since then they have won numerous honors and awards, not to mention that their products have appeared in rugs, outdoor furniture, grills, lamps, a rack for wood, an oil lamp and street poles, they also work as interior architects, designing environments in stores, offices, homes and at exhibitions.

For Swedese they also designed the Stella chair, a consistent solution for a company or institution's comprehensive chair needs. At the desk, in the waiting room, lunch room, auditorium,



Kite conference chair

Divido table



Johan Ridderstråle





Mats Broberg

or for the receptionist or CEO: a version of Stella exists for every conceivable function. The very first product for Swedese was the Divido table, which so elegantly solves the meeting between the legs and table top that it is tempting to want to set the table beneath, rather than on top of Divido. It is brilliant – especially considering that the most aesthetically sensitive part of almost every table is precisely the space where the legs and table top meet.

The first seed of a product is usually a simple pencil sketch – which was the case when the Kite armchair was to be transformed into a conference chair. “We start that way so we can discuss, because we’re working together. Next we move over to digital material, which is the easiest way to communicate with the factory,” says Johan. “Then we try to go to the factory as early as possible to get a rough shape, something to look at. We want something we can get a feel for in terms of design, but also purely technically,” explains Mats. “Chairs made for offices are usually so incredibly technical, with so many functions. But with Kite, we decided to make something basic, because that’s a way to compete as well. If you buy a chair that can do a thousand different things, you’ll be really satisfied when it arrives, but you’ll end up in a certain position that you like. It was a relief to think: no height adjustments. Instead, we let the shape decide.” Kite is almost even better as conference chair. “It’s great to have a non-upholstered chair, because it breathes. Especially if you’re sitting for hours on end,” points out Mats. Johan agrees: the construction characterizes the aesthetic. Because Kite is a little transparent, you can see through the chair. The similarities to a sail are particularly evident in the lighter version.

To summarize what distinguishes Broberg & Ridderstråle, and Divido and Kite especially: it is a kind of meaningful excellence. An idea that is so uncompromisingly and consistently implemented that the furniture could have arrived by way of a natural law. If you did not know before, now you do: a conference chair should always be made of mesh.

How else can you sit for long periods of time?

Stella armchair



Kite easy chair

Kite high easy chair
Broberg & Ridderstråle
Libri shelf
Michaël Bihain



Cruiser easy chair
Marina Bautier





Grace chair
Staffan Holm
Divido table
Broberg & Ridderstråle

Stella armchair
Broberg & Ridderstråle
Divido table
Broberg & Ridderstråle
Spin stool
Staffan Holm

Boxplay sofa
Claesson Koivisto Rune
Breeze table
Monica Förster



People make all the difference

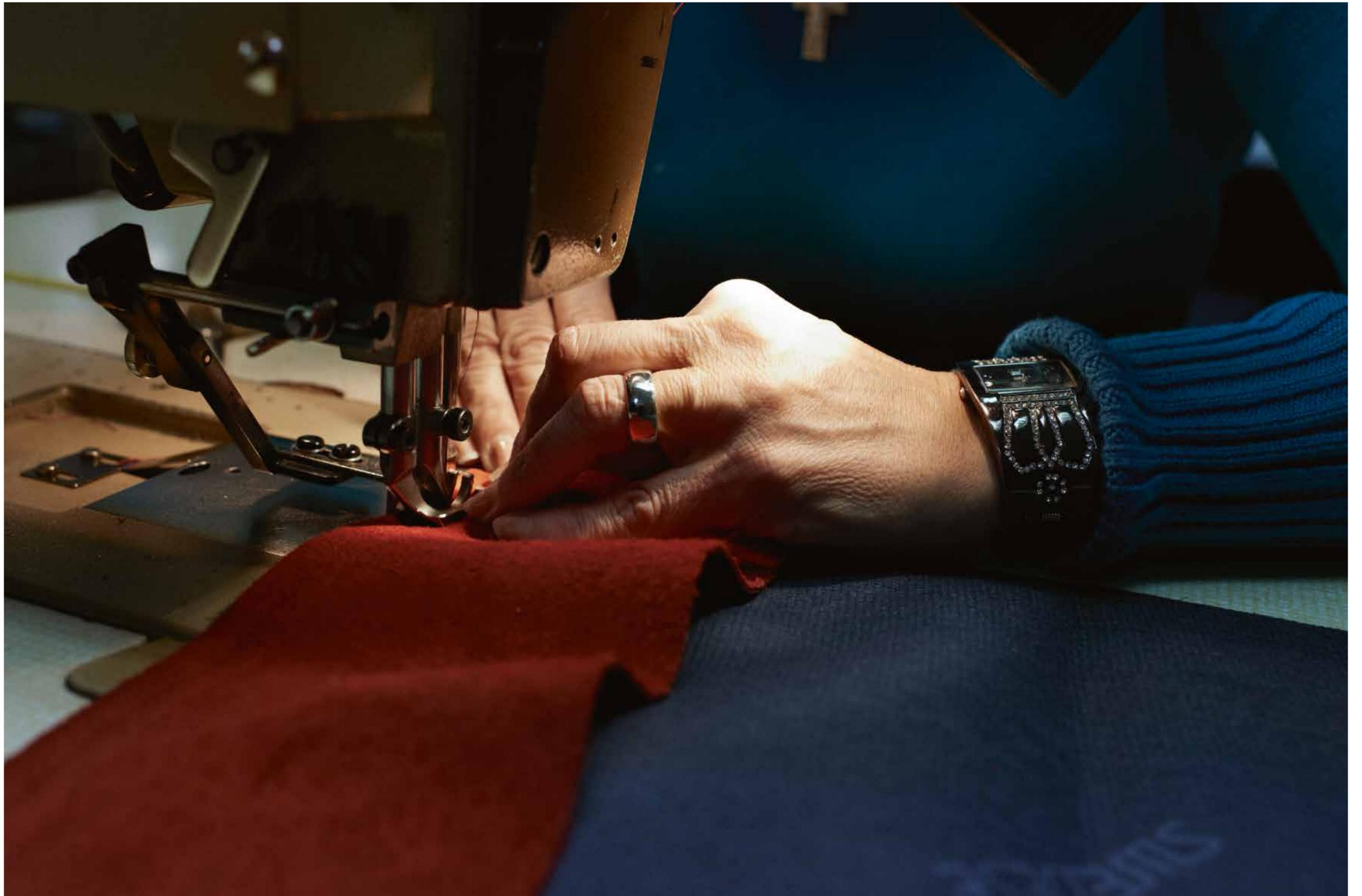














Sometimes people ask us why we've chosen to have our own two factories in Sweden. Wouldn't it be cheaper to produce elsewhere? And to let someone else do it?

Yes, most certainly, it would. But then again, that wouldn't be Swedish.

Our company is about details. It is about choosing the right materials, precision and craftsmanship. About production developers collaborating with designers to find innovative solutions, and about specialised carpenters and seamstresses with an exquisite sense of materials and the magical potential they offer.

At Swedish, we care about the items we sell, as well as the people who create them and their environment. We believe in fair wages and fair working conditions for all employees, craftspeople, salespeople and office workers – male and female, to establish mutual loyalty.

The employees in our two factories are extremely experienced and skilled. But we wouldn't say Swedes are more competent than craftspeople from other countries or continents.

Only that producing in our own factories means control – and that is a decisive factor. No matter how innovative the technology may be, human eyes and hands must always provide the finishing touch. Nothing ever leaves the factory without being inspected and approved by us.

Because people make all the difference.



Norma easy chair
Roger Persson
Rondo table

Avalon easy chair

Michael Young

Drum sidetable

Corinna Warm

Boxplay sofa

Boxplay easy chair
Claesson Koivisto Rune

Brasilia table
Claesson Koivisto Rune





Stella armchair
Broberg & Ridderstråle
Divido table
Broberg & Ridderstråle

Continental easy chair

Claesson Koivisto Rune

Lime table

Lime Studio

Boxplay easy chair

Claesson Koivisto Rune

Spin stool

Staffan Holm



Continental easy chair

Claesson Koivisto Rune

Lime table

Lime Studio



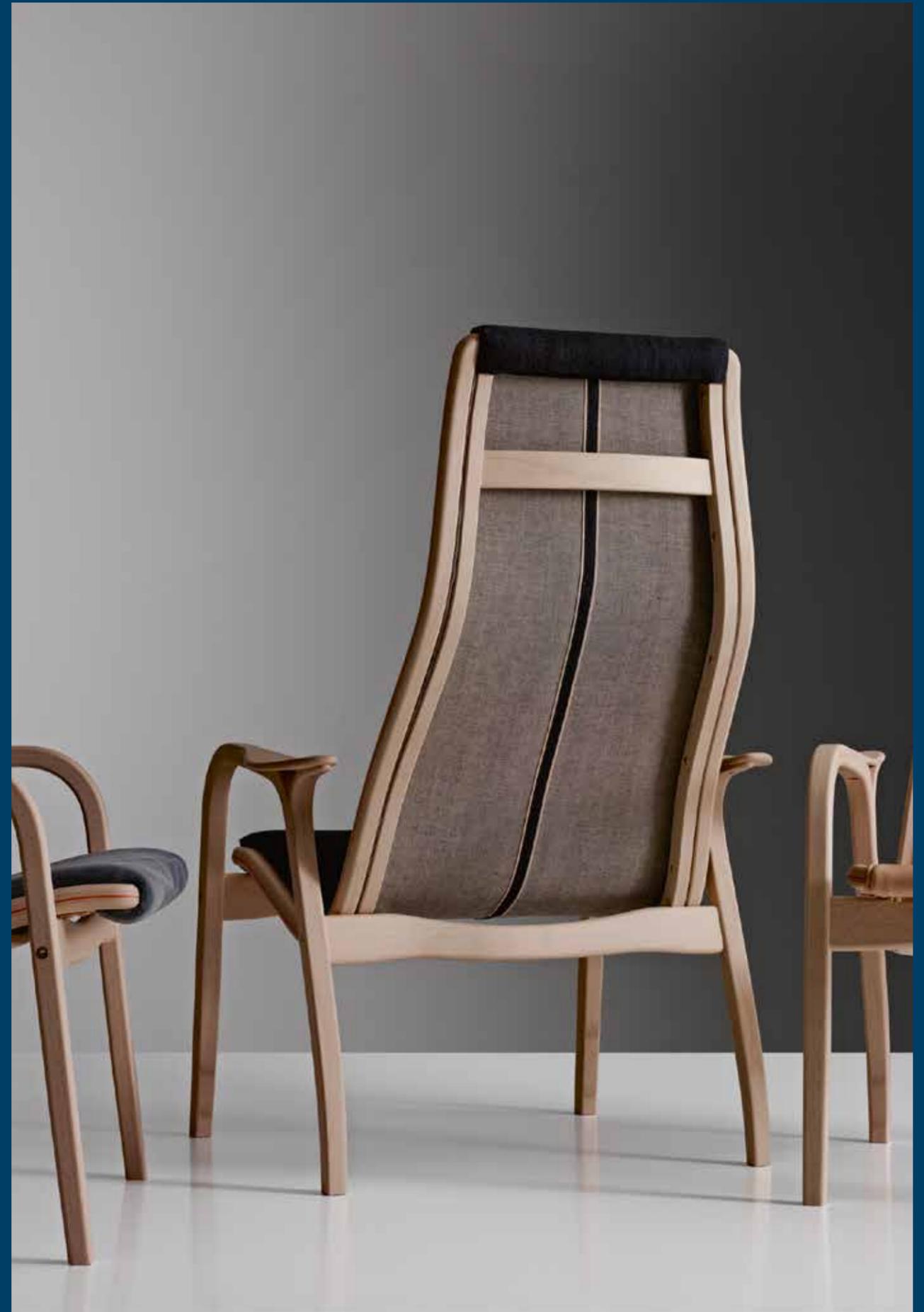
There is no doubt about it: Swedese's most important design item during the 70 years that the company has existed is Lamino, the beautiful, comfortable, ageless, and loved easy chair designed by the founder Yngve Ekström in 1956.

Lamino is an easy chair that seems to be drawn in one perfect line. It has been produced for almost 60 years, and it was certainly not designed in one day. *A place in the chair. Feel free. Lovely to look at – lovely to sit in*, he personally summarised his creation in an advertisement when it was launched in 1956, eleven years after Swedese was founded.

Throughout 2015, we will observe the 70-year anniversary of Swedese in various ways. For instance, we have considered: what if Yngve Ekström was still present? We know he was constantly working on all of his designs, but what would he have made of Lamino in the 2010s? Would he have made it more luxurious? Or the opposite – more casual?

To see what that would look like, we asked Maria Erixon,

Lamino by Nudie Jeans – a tribute to sustainable design







CEO and designer at Nudie Jeans, to make an interpretation of Lamino. The resulting product is raw and naked, just like the jeans that have been massively successful since Maria founded the company in 2001. The Nudie Jeans version of Lamino is made of untreated beech, neither varnished nor oiled – but raw. The jeans have an orange stripe in the selvage; similarly, two of the 19 veneers are bright orange, which is a bit surprising, but still very much Lamino.

When asked what Swedese and Nudie have in common, Maria Erixon immediately quoted another version of what Yngve Ekström said about Lamino: “*As lovely to look at as to sit in.*”

“That is what we say about our jeans. We share a passion for raw materials, craftsmanship and high-quality construction and production. These are products that are supposed to be used, that age beautifully and develop a patina over time. Perhaps our shared predilection for functional and sustainable design comes from our common roots in Småland, Sweden?”

Lamino by Nudie Jeans has seats in two versions of 100% organic selvage denim from Japan – either dry, or with handmade wash treatments. A third seat is made from vegetable-tanned saddle leather, which will age with evident marks.

“The vulnerability of being alive, the scars and beauty marks we develop just from living, are part of our story. The same thing happens to furniture and jeans. To us, ageing and becoming more unique are the most beautiful things in life,” says Maria Erixon.

And what does Swedese say when asked what we have in common with a denim brand like Nudie Jeans? “A lot, but one thing for sure: designing and producing with both brain and heart.”

A donation is made to Amnesty International for each Lamino by Nudie sold.

Happy armchair

Roger Persson

Bespoke table

Roger Persson



Bespoke table

Roger Persson

Spin bar stool

Staffan Holm





Madison sofa
Leila Atlassi/Wingårdhs
Lime table
Lime Studio
Happy easy chair
Roger Persson

Norma easy chair
Staffan Holm
Rondo table



Lamino easy chair
Lamino stool
Yngve Ekström
Rondo table





Grace armchair
Staffan Holm
Bespoke table
Roger Persson

Laminett easy chair
Yngve Ekström
Accent sofa
Yngve Ekström
Accent table



Baffi broom
GamFratesi
Röhsska chair
Claesson Koivisto Rune
Divido table
Broberg & Ridderstråle





Boxplay sofa
Claesson Koivisto Rune
Lime table
Lime Studio

We've always been fond of fairs. These are pictures from the Stockholm Furniture Fair in February 2015, but they might as well have been taken at *Il salone del Mobile* in Milan, *Imm Cologne* in Germany, *Clerkenwell* or *London Design Week* in England – or at smaller, more intimate fairs. We love them all.

Obviously, a fair is a great opportunity to show new items in our collection and how they work together as an ensemble: to let the relaxed, comfy and curvy sofa have a chat with the minimal, sculptural and slightly uptight table. To show what shelves can be filled with (books, tickets, magazines, flower pots, ceramic bowls...and life).

To point out what a difference colour can make.

And to get to talk about what the items are really about, how they work together and how they feel.

Fairs and our showrooms give us the chance to create environments: an office room as well as a living room; a table with chairs for board meetings as well as family meetings. And to show that

It's all about meetings





Happy sofa Happy easy chair Flower table



Nova sofa Cruiser easy chair Flower table



Diva sofa Diva easy chair Rondo table



Norma *easy chair* Grace *chair* Libri *shelf* Bespoke *table*

we're in the business of neither public spaces nor the home market. We are in the business of creating cosy offices and elegant homes... as well as the other way around.

Salespeople and architects, retailers, designers and design journalists getting together.

Sipping strong coffee. Refreshing with some mineral water or a glass of wine.

Gossiping and doing lots of catching up. Having lunch with people you meet once or twice a year. Making new acquaintances.

It might change your future.

It is all about meetings. Come to our stand, have a chat, make a call – let's meet.



Kite high *easy chair* Kite low *easy chair* Fakta *shelf* Rondo *table*

Happy easy chair, high back
Happy stool
Happy sofa, high back
Happy easy chair, low back
Roger Persson
Breeze table
Monica Förster
Lime table
Lime Studio



Caravelle chair
Claesson Koivisto Rune
Rondo table



Kite low easy chair
Broberg & Ridderstråle
Rondo table
Continental sofa
Claesson Koivisto Rune



It is called Madison; it is stylish and cool – and it clearly references the aesthetic of the TV series *Mad Men*. But in fact, Leila Atlassi's sofa is deeply rooted in Scandinavian design tradition, and characterized by understated form, functionalism and craftsmanship.

Madison was originally designed as part of the new interior design of Volvo Car Corporation's showrooms worldwide. Leila Atlassi worked on the assignment as an interior designer for Wingårdhs in Gothenburg, and she and her work group had chosen an entirely different sofa, but then Volvo decided to distinguish themselves with a more Scandinavian style. The sofa no longer worked with the whole, and the solution was to have Leila Atlassi design a brand new sofa in collaboration with Swedese.

But right now, Leila Atlassi sits in a lunch restaurant in Stockholm with an impressive view. She works here now, in charge of Wingårdhs' interior design department in Stockholm, in a large, modernly efficient office with a view that nearly surpasses the one at the restaurant.

When the whole means everything



Madison *easy chair*



Wingårdhs Stockholm

And Madison has become an entire sofa system, with a corner section, two and three-seater sofas and an easy chair spacious enough to seat one-and-a-half people. It has evolved into something of a basic sofa for Swedes, if that can be said of such an elegant product. “I strive to design furniture that not only tolerates repetition, but can also be strengthened by it. Combining different variations allows the user to continue creating.”

For eight years, Leila Atlassi has worked for Gert Wingårdh, currently Sweden’s most renowned architect. She was born and raised in Gothenburg with an artistically oriented father from Morocco and a Swedish mother who is civil engineer and concrete specialist. “I’m probably a combination of my parents, with my interest in aesthetics, technology, and in the user and the individual. I realized I wanted to be a designer when I was in high school. It was the combination of technology and aesthetics, of my mother and my father. I have a sister who was the calm, careful and musical one. She was in the arts program but then became an engineer. I was more extroverted, and I did the opposite: I went from the natural sciences program in high school to the arts.” Leila first studied industrial design at Chalmers University of Technology



Madison *corner sofa*





Leila Atlassi



in Gothenburg for three years. “It was a good, stable preparatory school, but I longed for something a little less technical. I felt that I wanted to do something more artistic, but I didn’t quite dare do it. My mother instilled in me the belief that you should become something, so I didn’t do what was closest to my heart. Instead, I did what I felt the most practical. But afterwards, I pursued and received a master’s degree in design at the School of Design and Crafts at the University of Gothenburg. It was a broad design degree, where students were encouraged to practice interior, graphic, furniture and product design. I came to work with furniture design more and more, and my degree project was a spatial project on how light affects a room and the people in it.”

Leila’s professor recommended her for a job: interior architect at Wingårdhs, where she has been ever since. But before that she had time for an adventure: to live in New York, where she did her internship at a multidisciplinary studio that worked with everything from furniture and products to interior design and graphic design for displays. Not only did that experience influence Leila personally, but also her daily work at Wingårdhs.

And when she describes how, it’s easy to understand the greatness of Madison, which is perfectly described by the proverb “a beauty can wear anything”. Leila Atlassi’s sofa would look astonishing in any room.

“As a furniture designer, I am of course influenced by the fact that I primarily work as an interior architect. I believe that makes my perspective different from other furniture designers. I think about what is needed, and I’m interested in what rooms do to people. And in subtle products that don’t make a lot of fuss about themselves. Pieces that contribute to the whole, rather than playing first fiddle.”

Caravelle chair
Claesson Koivisto Rune
Bespoke table
Roger Persson



Kite low easy chair
Broberg & Ridderstråle
Rondo table
Noton acoustic panel
Claesson Koivisto Rune



Kite high easy chair
Broberg & Ridderstråle
Rondo table



Stella chair
Broberg & Ridderstråle

Bespoke table
Roger Persson

Desirée outdoor chair
Desirée outdoor table
Yngve Ekström

Cruiser easy chair
Marina Bautier

Continental easy chair
Claesson Koivisto Rune
Continental sofa
Claesson Koivisto Rune
Lime table
Lime Studio



Lamino easy chair
Lamino stool
Yngve Ekström



Primo easy chair
Yngve Ekström
Teatime trolley
Claesson Koivisto Rune

Kite high easy chair
Broberg & Ridderstråle
Drum sidetable
Corinna Warm

Norma easy chair
Roger Persson
Madison sofa
Leila Atlassi/Wingårdhs
Rondo table
Log storage table
Naoto Fukasawa



For the love of wood



Fakta shelf

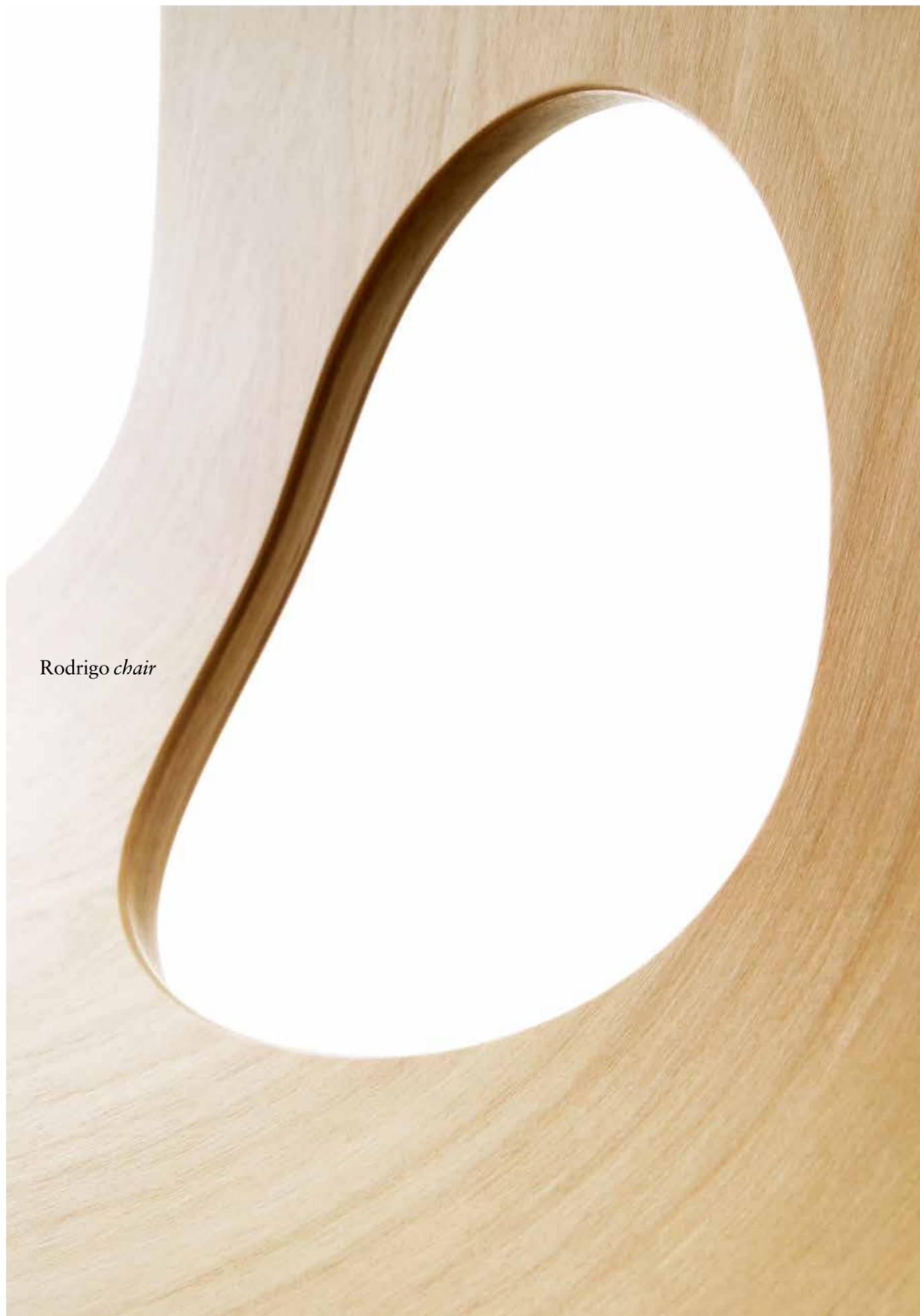


Röhsska *chair*

Log bench



Lamino easy chair



Rodrigo chair

They are pieces of furniture by Yngve Ekström, Claesson Koivisto Rune and Naoto Fukasawa – but most of all, they are made by wood.

Or, to be more precise: pieces of furniture made by the love for wood. Created by trees that may well have been planted the same year the Ekström brothers founded our company.

The typical tree we use has a lifetime equal to that of the average man or woman in an industrial country. It wears signs of harsh and mild winters, as well as hot and rainy summers. Of course it's organic, environmentally friendly and the most important producer of this planet's oxygen.

And even though the timber has been cut down, it is not dead material. It won't be dead even when that average person leaves an inheritance to his or her great grandchildren.

There is no limit to how long a piece of furniture made with wood can be used, or what can be made of it. Human beings have crafted with wood throughout our entire existence, and yet modern technology and the human brain continue to develop what we can actually do with it.

Wood is magic.

That is why we love it so much.



Grace chair
Staffan Holm
Bespoke table
Roger Persson

Nova sofa
Nova easy chair
Flower Mono table
Christine Schwarzer

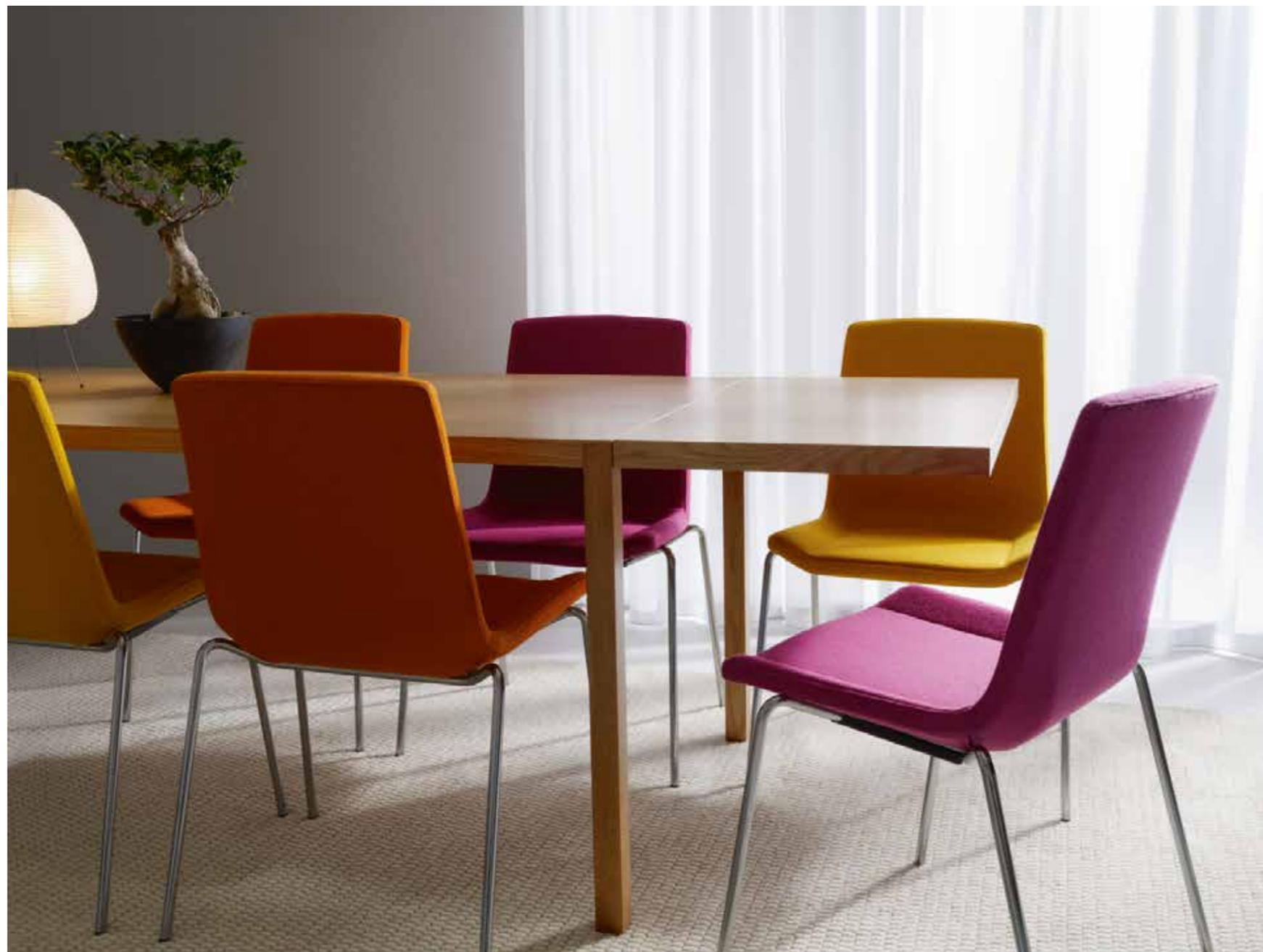




Cruiser easy chair
Cruiser stool
 Marina Bautier
Continental sofa
 Claesson Koivisto Rune
Lime table
 Lime Studio

Continental sofa
 Claesson Koivisto Rune
Brasilia table
 Claesson Koivisto Rune
Cartoon easy chair
 GamFratesi

Happy stackable chair
 Roger Persson
Bespoke table
 Roger Persson



Manga easy chair
GamFratesi
Breeze table
Monica Förster
Boxplay sofa
Claesson Koivisto Rune



Bespoke table
Roger Persson
Riddle magazine hanger
Isaac Chen
Happy armchair
Roger Persson

Rondino easy chair
Yngve Ekström
Lime table
Lime Studio
Accent sofa
Yngve Ekström

As recently as five years ago, Staffan Holm was Swedese's new-comer: young and unestablished, but with a strong desire to work with wood. He did have an innovative stool to show, but perhaps it was too complicated to ever be produced.

Staffan Holm has received one of Sweden's most prestigious design accolades: the Bruno Mathsson Scholarship, rewarded for his "artistic daring". That stool became the iconic Spin; it is produced in a variety of shapes and colours, has won several prizes, and has even been purchased for the Victoria & Albert Members' Room. Staffan Holm has also received an award for his graceful Swedese chair Grace, which has now been launched as a bar stool. And in just a few years, he has become one of the most significant Swedese designers.

At the *Il Salone del Mobile*, we are launching no less than three brand new items by Staffan Holm, all with a strong character. His new sofa looks like a sprinter about to start a race – but from the front, it is open, flirty and clearly inviting. She has elegance

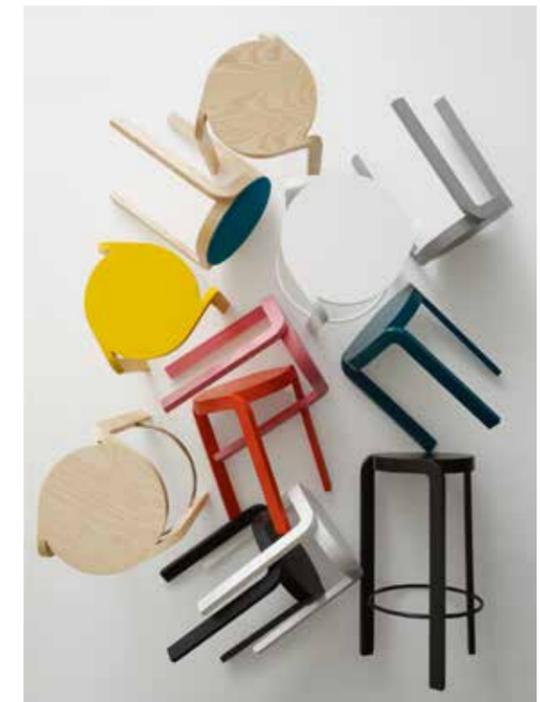


On icons, and how to create them



Grace armchair

Spin stool





Staffan Holm



Grace chair



Spin stool



Diva easy chair & sofa





and her very own charisma – which is why we called her Diva, along with the easy chair with the same attitude and name.

“I think it’s interesting to imagine that a shape can choose its own curve, and that as a designer, I could just follow that pre-determined line. So I did, and the result was a cosy, inviting and elegant sofa,” Staffan Holm explains.

Since the age of four, Staffan Holm has never had a doubt that he would work with carpentry. He initially trained as a cabinet-maker, which he did for four years before earning a master’s degree in design. His sights were set on Swedese early on, partly because of a study visit when he was still in school. “It’s a strong brand that represents knowledge of craft and well-made, top-quality furniture. And it’s also rather unusual for a furniture company to have its own production facility in Sweden.”

“My method is, ‘we’ll do something like this; now let’s go to the shop floor and test it,’” Staffan says. And that is also what he did when tasked with making a bar stool out of his chair Grace. He wasn’t just going to lengthen the legs – instead, he literally cut the entire chair into pieces. Next, he removed little by little and reassembled the pieces to achieve the perfect proportions.

“A chair for Swedese can’t be too simple, because that would destroy the Swedese brand name, and it would be too easy to copy. But it still has to have the right price, because otherwise no one will buy it. So you have to work hard on all fronts.” But, as he says, it’s worth it in the end. “It’s a strange feeling to see something you’ve personally designed being produced in the factory and appearing in the pages of magazines. That feeling is what makes me truly happy.”



Spin stool



Grace bar stool



Avalon easy chair
Michael Young



Grace chair
Staffan Holm
Bespoke table
Roger Persson



Log benches
Log storage table
Naoto Fukasawa



Continental easy chair
Claesson Koivisto Rune
Drum sidetable
Corinna Warm

Gap Café modular seating
Rondo table

Grace armchair
Staffan Holm
Bespoke table
Roger Persson





Happy bar stool
Roger Persson
Rondo table

Tree
Katrin Olina, Michael Young
Gap Café modular seating
Divido table
Broberg & Ridderstråle



Happy easy chair, low back
Roger Persson
Boxplay sofa
Claesson Koivisto Rune

Gap Café modular seating
Rodrigo chair
Claesson Koivisto Rune



Accent sofa
Yngve Ekström
Desirée outdoor chair
Desirée outdoor table
Yngve Ekström



Libri shelf
Michaël Bihain
Lamino easy chair
Yngve Ekström



Kite high easy chair
Broberg & Ridderstråle
Rondo table

Continental sofa
Claesson Koivisto Rune
Lime table
Lime Studio
Happy easy chair, low back
Roger Persson



Drum sidetable

Corinna Warm

Nova sofa

Lime Studio

Rondino easy chair

Yngve Ekström



Lazy easy chair

Lazy sofa

Bror Boije

Happy easy chair, low back

Happy easy chair, high back

Happy stool

Roger Persson

Boxplay sofa

Claesson Koivisto Rune



Kite low easy chair
Broberg & Ridderstråle
Rondo table
Madison sofa
Leila Atlassi/Wingårdhs



Cruiser easy chair
Marina Bautier
Gap Lounge modular seating
Breeze table
Monica Förster

Log bench
Log stool
Naoto Fukasawa
Select easy chair
Roger Persson
Flower table
Christine Schwarzer

Havanna sectional easy chair
Havanna corner section
Havanna table
Havanna sectional stool
Koncept





Lamino easy chair
Yngve Ekström
Teatime trolley
Claesson Koivisto Rune
Boxplay sofa
Claesson Koivisto Rune
Breeze table
Monica Förster

Mira mirror
Claesson Koivisto Rune
Happy easy chair, high back
Happy stool
Roger Persson
Breeze table
Monica Förster

Happy sofa, high back
Happy easy chair, high back
Roger Persson
Lime table
Lime Studio

Tree
Katrin Olina, Michael Young



Yes, in 2015 we celebrate Swedese's 70-year anniversary, and we could not do so without telling the story of our founder, our most important designer and greatest inspiration – Yngve Ekström.

It was just after the end of World War II, in 1945, when optimistic Yngve Ekström, his older brother Jerker and their friend Bertil Sjöqvist founded ESE. The company later changed its name to Swedese. It is world-famous for design and 70 years later, it still develops and manufactures at its own factories in Småland.

The first years were quite harsh, but the 1950s were a magical time for Swedese. This was the decade in which Yngve Ekström established himself as a designer and made all his best furniture. We deeply value this heritage – the treasure trove of furniture with exquisite design, function and comfort that Yngve Ekström created in the 50s.

Many of those pieces are still in production: the beautiful 1954 outdoor chair Desirée; its sisters Laminett and Primo; the more stylish Rondino, and the sofa Accent. Some of them have been in

The man, the myth, the Lamino



Yngve Ekström



production for decades, while others, like the smart shelf Fakta from 1958, are being relaunched this very year. And of course, we have to mention the easy chair Lamino, unspeakably loved and 1999 winner of “Furniture of the Century”. Lamino was the result of meticulous studies of sitting and the human body, innumerable changes and a series of easy chairs with various names that finally resulted in the perfect version in 1956. “To have created one good chair might not be a bad life’s work,” Yngve Ekström said in one of his famous and humble quotes.

Yngve Ekström’s breakthrough had arrived three years earlier in 1953, when Lamino’s precursors, Kurva and Båge, were introduced at furniture fairs in Sweden. That same year, Yngve Ekström’s pieces were shown at NK, the most upscale department store in Stockholm. Ekström had been invited by Lena Larsson, director of NK’s interior department and an interior designer with great influence and power.

In the early 1950s, ESE had become so large that the company could afford to advertise in both the trade and daily press. Yngve Ekström was a multidisciplinary artist, and served as art director,

Lamino table

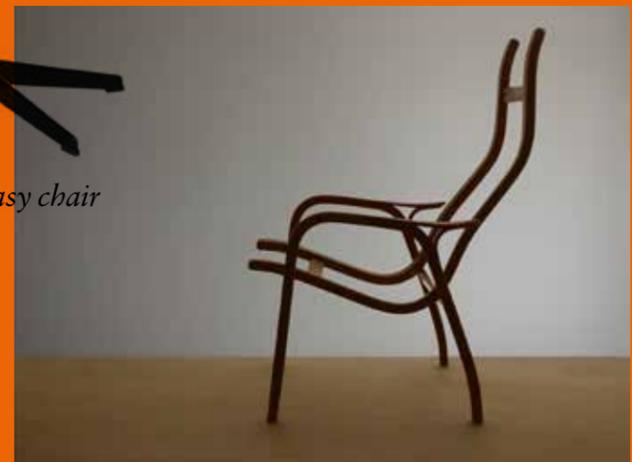


Desirée outdoor chair



Rondino easy chair

Lamino easy chair



Laminett *easy chair*



Fakta *shelf*



Accent *sofa*



photographer and copywriter. The advertisements were fastidious, with a simple photo of the furniture and short sentences in lowercase letters and small type – obviously inspired by Swedish 1940s poetry.

By 1954, ESE had become so big that it needed to move. The solution was to move into areas of the wood merchant Hugo Eriksson’s factory on the site in Vaggeryd that would later acquire the address Formvägen 3 (e.g. “Design Street”). Some time later, ESE took over the entire factory. Initially, the building was nothing special, but it was then rebuilt and extended. The factory gradually became a modern, elegant yellow brick building. The facade was given long glass walls to ensure that the staff could see both trees and the sky. For the lunch room, Yngve Ekström designed tables, stools and wall-mounted benches in solid teak. The employees could also opt to eat outside, protected from winds in a beautiful atrium, decorated with bespoke sculptures and Yngve’s elegant outdoor furniture *Desirée*, from 1954. He cared for every detail and the people around him, and these are values we still hold dear.

In the mid-1950s, Yngve Ekström visited the *Salone Internazionale del Mobile*, the international furniture fair in Milan, for the first time. Upon his return from the fair, he was enthusiastic, inspired and full of energy, and he had seen something that would change the company: a Danish company had a label with the word *Danese* – Danish in Italian. Suddenly the name ESE acquired a new meaning: it was the end of the Italian word for Swedish: *svedese*.

What would Yngve Ekström have said if he had known that *Svedese* in the twenty-first century would have a large stand in Milan, year after year? That the company would be recognized for its care for just what he held dear: design, details, quality, craftsmanship and consistency?

We do hope he’d like it!

The Swedese Collection

Sofas

Accent
W215 H76 SH42 D72



Boxplay
W292/138 H67/38 SH38
D93/72



Continental
W228 H72 SH41 D95



Diva
W230 H70 SH42 D102



Gap Café
modular sofa system
H77 SH45 D69



Gap Lounge
modular sofa system
H74 SH43 D75



Gap Meeting
modular sofa system
H1300 SH45 D69



Happy
W150 H77/101 SH42 D76



Havana
modular seating
W70/66 H73 SH41 D70



Just
sofa/ottoman
W230/113 H75/40 SH40/66
D88 bed size 200x105



Lazy
W144 H78 SH45 D77



Madison
W155/210 H71 SH40 D85



Madison
W232x232 H71 SH40 D85



Nova
W165/200 H82 SH42 D85



Easy chairs

Avalon
W78 H71 SH42 D70



Cartoon
W89 H83 SH40 D71



Continental
W91 H72 SH41 D95



Cruiser
W72 H70 SH40 D69



Diva
W98 H70 SH42 D99



Happy, high
W79 H101 SH44 D75



Happy, low
W79 H75 SH44 D74



Havanna
H74 D71 SH41 W66



Kite, high
W52/61 H113 SH39 D79



Kite, low
W52/61 H85 SH39 D70



Laminett
W70 H80 SH41 D70



Grace
W52 H80 SH45 D50



Grace
W54 H80 SH45 D50



Happy
W58 H84 SH45 D54



Happy
W62 H84 SH45 D54



Lamino
W70 H101 SH41 D78



Lazy, high
W71 H105 SH45 D77



Lazy, low
W71 H78 SH45 D77



Madison
W85 H71 SH40 D85



Happy
W60 H90 SH46 D63



Happy
W60 H90 SH46 D63



Happy
W60 H90 SH46 D63



Kite
W48/55 H90 SH48 D64



Manga
W70 H103 SH40 D71



Norma
W66 H114 SH45 D77



Nova
W73 H82 SH42 D85



Primo, high
W68 H104 SH41 D78



Rodrigo
W48 H80 SH44 D52



Röhsska
W44 H81 SH47



Stella
W55 H83 SH45 D55



Primo, low
W68 H84 SH41 D70



Rondino
W77 H75 SH43 D60



Select
W79 H111 SH47 D75



Select Wood
W70 H111 SH47 D79



Stools

Boxplay
W144 H39 D70



Cruiser
W74 H44 D67



Havanna
W66 H41 D66



Solino
W67 H110/92 SH43 D77



Stepp
W78 H101 SH45 D91



Chairs

Accord
W43/53 H87 SH46 D59



Caravelle
W48/53 H80 SH46 D51



Desirée
W64 H87 SH45 D57



Just
W113 H40 D66



Log
W50 H40 D50



Spin
Ø32 H44



Bar stools

Grace
W46/44 H103/87 SH79/63 D50/48



Happy
W48 H85/71 SH79/65 D41



Spin
Ø32 H65



Benches

Log
W150/100 H40 D50



Tables

Accent
150x70 H60/48



Bespoke
Max 249 x max 128 per unit H72



Brasilia
120x120 100x100 H28



Breeze
Ø80 H41 Ø46 H50



Desirée
188x114 Ø110/64 H72



Divido
Ø150/120/95 H72



Divido
95x206 120x266 H72



Drum
Ø40 H36/46/56



Flower/Flower Mono
114x107 90x84 66x62 H46



Havanna
65x65 H23



Lamino
Ø46 H49



Lime
100x100 100x50 50x50
H34/45



Log
40x50 H49



Rondo
Ø50/70/90 H45
Ø70/90 H72



Shelves

Fakta
W70 H70 D30



Libri
W38 H227 D30



Coat stands

Tree
W89/77 H194/134 D50/40



Tree Wall
W89/77
H194/134
D13



Accessories

Baffi broom
W28 H135 D3



Heaven stepladder
W36 H66 D37



Mira mirror
W38 H158 D39



Mira Wall mirror
W38 H162 D2



Noton acoustic panel
W120 H60 D9



Riddle magazine hanger
W67 H60 D5



Teatime trolley
W75 H77 D46



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Swedese Portfolio

SWEDESE 70
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