

JOHANSON

Press Release 2017

Race – modern, generously proportioned and welcoming



Race - Cory Grosser

Johanson is proud to present, in collaboration with the Los Angeles-based designer Cory Grosser, a new series of seating furniture called Race. “I feel honoured to be the first American designer to be given the opportunity to launch a design together with Johanson,” says Cory Grosser.

Race is a modern seating series that comprises an armchair and 2-seat and 3-seat sofas. The underlying thought is that the generous proportions will be an invitation to truly relax for a while. “I want to encourage people to engage in relaxing meetings – and I do that by offering a series that offers genuine comfort,” Cory says. The intention is for Race to stand out as the obvious choice in lounges and hotel lobbies, while also finding a natural place in contemporary private homes.

“There is something about Race that rekindles memories of all those international classic cars. As a child I used to love my toy racing circuits. Most kids probably loved the thrill of driving their slot-cars fast or seeing them crash.

Press contact

For more information, images or products for loan, please contact Ulrika Görefält who is Johanson's press contact. Send emails to ulrika.gorefalt@plodder.se or phone +46 (0) 708 27 05 53. All press releases and images are also available to download at <http://johansondesign.se/downloads>

I, on the other hand, used to get my biggest kicks out of actually building the circuits. It was so much like part of the design process, paying careful attention to shape and the overall composition of the whole. For me, Race captures the very essence of building those circuits as a youngster,” says Cory Grosser.

The colour palette for Race can be adapted to meet customer needs. Chairs and sofas can be upholstered in an almost endless array of textiles, thanks to the generous selection of textiles and leathers that Johanson offers. Every product in the Johanson range is painstakingly crafted in the company's own production facility in Markaryd, in the south of Sweden – a modern repository of the traditions of craftsmanship, and a highly valued treasure trove of knowledge and expertise.

Take a look at Race at Stockholm Furniture Fair on the 7th–11th February where we look forward to showing you our new products and other selected items from our range. You'll find us in Hall A20:18.

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ROB the stackable chair that is destined to become a future classic



Rob - Böttcher Henssler Kayser

The idea behind ROB was to design a chair that combines stackability with a genuinely attractive form. With this clearly in mind, the focus was on using as few components as possible and giving them a highly distinctive design. The aim was to create a chair that is simple in design, yet by no means anonymous in terms of personality. The eye-catching lines of ROB attract attention in any setting.

Collaboration between Johanson and the Berlin-based design trio Böttcher-Henssler-Kayser continues. After the success of Shima it is now time to unveil ROB. "ROB is our solution for a stackable chair on runners that, thanks to its slender steel underframe and compression-moulded seat shell, combines genuine character with an unmistakable sense of form. The rear legs seem to strive upwards to become one with the seat shell, forming a unity of design that is the defining characteristic of the series," say the designers.

Parallel with the development of ROB, plans have evolved to extend the series with chairs that also incorporate armrests and a textile covered seat. The generous range of textiles and choice of woods that Johanson offers, together with opportunities to order the steel frame in a wide and varied choice of colours, opens the way for numerous variations on the ROB theme.

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This makes it possible to adapt the product to virtually any setting in which it is used.

The hallmark of ROB is the subtle reciprocity between frame and seat shell, which coalesce into a single distinct form. Comfort, simplicity and eye appeal – ROB has all the qualities of a future classic.

ROB is manufactured in the Johanson production facility in Markaryd in the south of Sweden. When the day finally arrives that ROB reaches the end of its useful life, it can easily be separated into its two component parts for recycling.

Böttcher-Henssler-Kayser is a Berlin-based design trio. The main focus of their work is on products that come under the categories of furniture, lighting and interior design accessories. Since establishing their studio in 2007 they have worked with numerous international brands to produce designs that combine modern lines with a distinctive, self-evident functionality. For more information, visit <http://www.boettcher-henssler-kayser.de/>

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Shima Garden creates green environments indoors



Shima Garden - Böttcher Henssler Kayser

The Shima series, designed by Böttcher Henssler Kayser, is being extended with products that pave the way for creative furnishing and inspiring environments. The name Shima comes from the Japanese and means “islands”.

The design trio behind the concept has this to say about Shima: “We were almost overwhelmed by the positive reactions to Shima when it was first launched in 2015. Our discussions with architects and interior designers had made us aware that the development of public spaces – often in the form of open-plan office landscapes – had highlighted a compelling need for flexible furnishing solutions. Users want to be able to convert their surroundings into makeshift “rooms”, tranquil areas of temporary refuge and places for informal meetings, but they also want to be able to attractively furnish areas that are empty and unused.”

It was these very needs that Shima proved successful in meeting, and from this was born the desire to build on this achievement and extend the series. Like their predecessors, the new products all share the same basic form, complementing one another but also working equally well as stand-alones.

“We see Shima as a small seating group in the office, the library, the café or at home. But the same furnishings can also be used in a hotel lobby or to furnish an auditorium. Wherever Shima is used – on its own or together with its siblings – it enriches its surroundings in terms of both function and character,” say Böttcher Henssler Kayser.

The new Shima Garden is a receptacle for flowers or green plants that comes in a range of sizes. This new addition to the Shima series opens up even more opportunities to work creatively to enhance interior environments. The product introduces greenery in a natural way, improving not only the indoor climate – and, by extension, people’s ability to concentrate – but also creating surroundings which are more pleasant to work in. Shima Garden meets the need to create settings that can be easily adapted, partly because of the product itself, but partly also thanks to the huge freedom of choice that Johanson’s production methods offer with regard to the colour of the frame. The Johanson production plant in Markaryd in the south of Sweden offers a choice of no less than 231 RAL colours as standard.

Take a look at Shima Garden at Stockholm Furniture Fair on the 7th–11th February where we look forward to showing you our new products and other selected items from our range. You’ll find us in Hall A20:18.

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Reform Daybed - a new attractive addition to the Reform family



Reform Daybed - Alexander Lervik

Reform, designed by Alexander Lervik, is one of Johanson's most popular sofa series – and now it is getting a new addition. The sleek, stylish design of the Reform Daybed means it works just as well as a stand-alone piece as it does as a complement to the sofa range.

Reform Daybed is based on the core design of the series and makes an attractive addition to the collection, providing a modern look and luxury feel. Put it in a hotel lounge, use it to create informal meeting rooms or incorporate it into a private home environment.

Reform Daybed can be made in fabric or leather, and details such as buttons or coloured seams can be applied. Thanks to Johanson's in-house production and large selection of covers, as well as the choice of steel frames in 231 different RAL colours, the entire look can be tailored to each individual project.

Take a look at the Reform Daybed at Stockholm Furniture Fair from 7-11 February where we will be showing our new items along with other selected pieces from our range. You will find us at Stand A20:18.

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Speed- a new side table with clear identity



Speed table - Johan Lindstén

Johanson's product portfolio offers a large selection of tables in various sizes and designs. The addition of the new Speed complements the range with a versatile side table, continuing Johanson's long-term collaboration with designer Johan Lindstén. It is a small table in a simple design with a clear identity.

Although Speed was designed as a side table it can also be used as a coffee table. The frame's round shapes create a soft feel. Speed comes in two heights that also look good when placed together. In a simple, yet eye-catching design, this versatile piece has a wide range of uses.

Speed is made entirely in Sweden and manufactured at Johanson's production plant in Markaryd. It can be made in up to 231 RAL colours, allowing almost endless possibilities to adapt colourways to suit different styles and projects. The table top can also be made in different designs, making it easy to customise its look to suit the setting in which it will be placed.

Take a look at Speed during the Stockholm Furniture Fair from 7-11 February where we will be showing our new items along with other selected pieces from our range. You will find us at Stand A20:18.

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Cross – a contemporary chameleon



Cross - Johan Lindstén

The need for flexible working spaces, areas for informal meetings or an extra “hot desk” is increasing all the time. To meet this rising demand Johanson is proud to present a flexible “side table” – a height-adjustable table that is easy to move to wherever it is needed and where a computer is as much at home as a coffee cup.

Johanson’s versatile new side table meets a whole host of needs and, like a conscientious chameleon, it blends effortlessly into all sorts of settings. Aesthetics in form and effective functionality go hand in hand, and the use to which the table is put can be adapted according to the situation. Because the work surface can be angled, the table is perfect for a laptop or computer, both when inputting data and when presenting the results.

And it is a swift and simple manoeuvre, too, to return it to the horizontal surface that’s required for that welcome cup of coffee.

The table has been designed by Johan Lindstén and is available in black as standard. However, the frame can be lacquered in some 231 RAL colours. Every product in the Johanson range is painstakingly crafted in the company’s own production facility in Markaryd, in the south of Sweden – a modern repository of the traditions of craftsmanship, and a highly valued treasure trove of knowledge and expertise.

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