

STOCKHOLM FURNITURE FAIR 2017

A35:10



EDSBYN HUG CHAIR

This is a chair composed for comfort, accessibility and function. The challenge has been in working with the pressed veneer to achieve bold curves which are comfortable yet retain the clean lines and strength of the material.

The Hug chair is perfect for every occasion, every person and every place. It is easy to stack and can be suspended from a table by its frame, facilitating cleaning and making everyday life a little simpler.

Design Jens Fager.

QUOTE JENS FAGER

With our new Hug Chair, we are writing another chapter in Edsbyn's long history of chair design. Just like Illmari Tapiovaro's classic Fanette, of which 5 million were manufactured, the Hug Chair has a seat of form-pressed veneer in a bold yet comfortable shape. Here, the legs are of slender metal, creating excitement and contrast while providing strength.

PRESS MEETING, TUE 7/2 AT 11:30

See the new Edsbyn Hug Chair on stand A35:10 at SFF 2017.



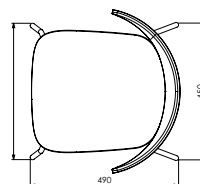
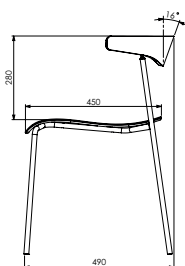
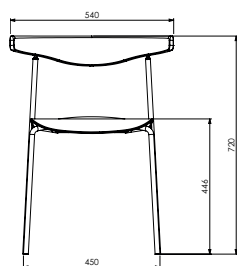
With its roots in strong handicraft traditions, Edsbyn has been furnishing Sweden and the rest of the world since 1899. We quickly adapt to modern technology but our ability to deliver products tailored for the customer is never compromised. We continue our Nordic heritage today with leading designers such as Jens Fager, Andreas Engesvik, Thomas Eriksson Architects, and supply furniture with modern Nordic design and functionality to world-class businesses and organisations.

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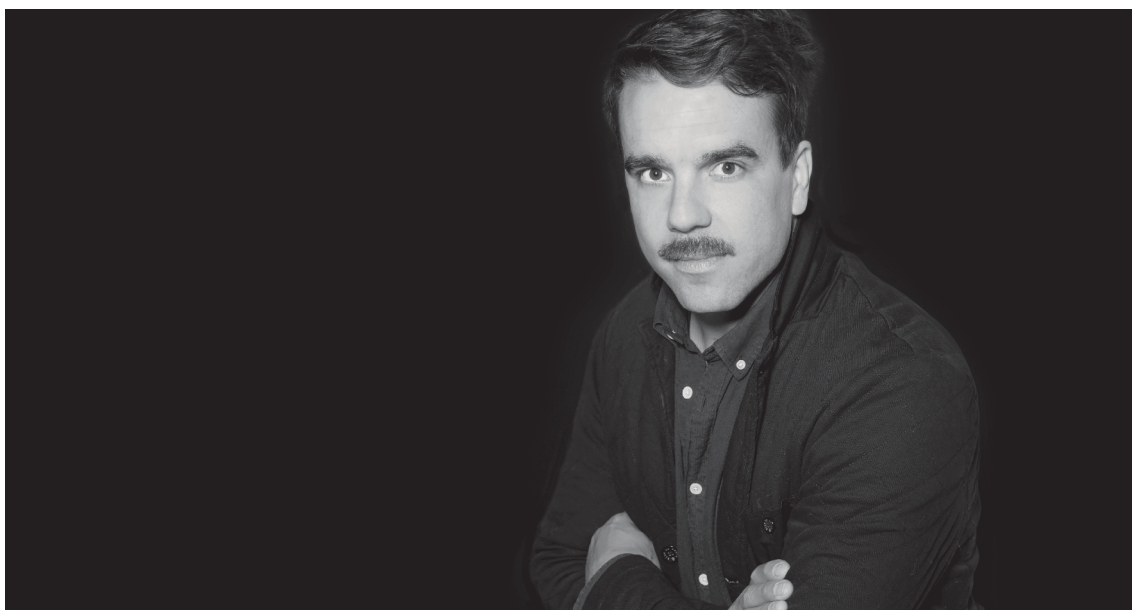


MEASUREMENTS



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JENS FAGER

Jens studied at the University College of Arts, Crafts and Design (Konstfack), and broke through with his RAW chair. Jens has attracted much attention as a designer both at home and around Europe.

"Everything is and will be different. The core is to treat every product in an honest way, to find the main function to reach simplicity. To make it more functional, efficient and beautiful with less impact on nature. With a sense of humour, surrealism and poetry.

Our field of work circles around everyday life, the essential needs and daily experiences. By challenging the producer and the production in the industry, we can achieve something better and more fun. A product we are in need of, which in a natural way can last a long time".

Jens describes his philosophy as a designer.

www.jensfager.se

FOR MORE INFORMATION

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HIGH RESOLUTION PICTURES:

www.edsbyn.com/content/view/id/354



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