

# Swedese Portfolio

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The collection in  
words, images & facts



# Swedese Portfolio





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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**  
Michael 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



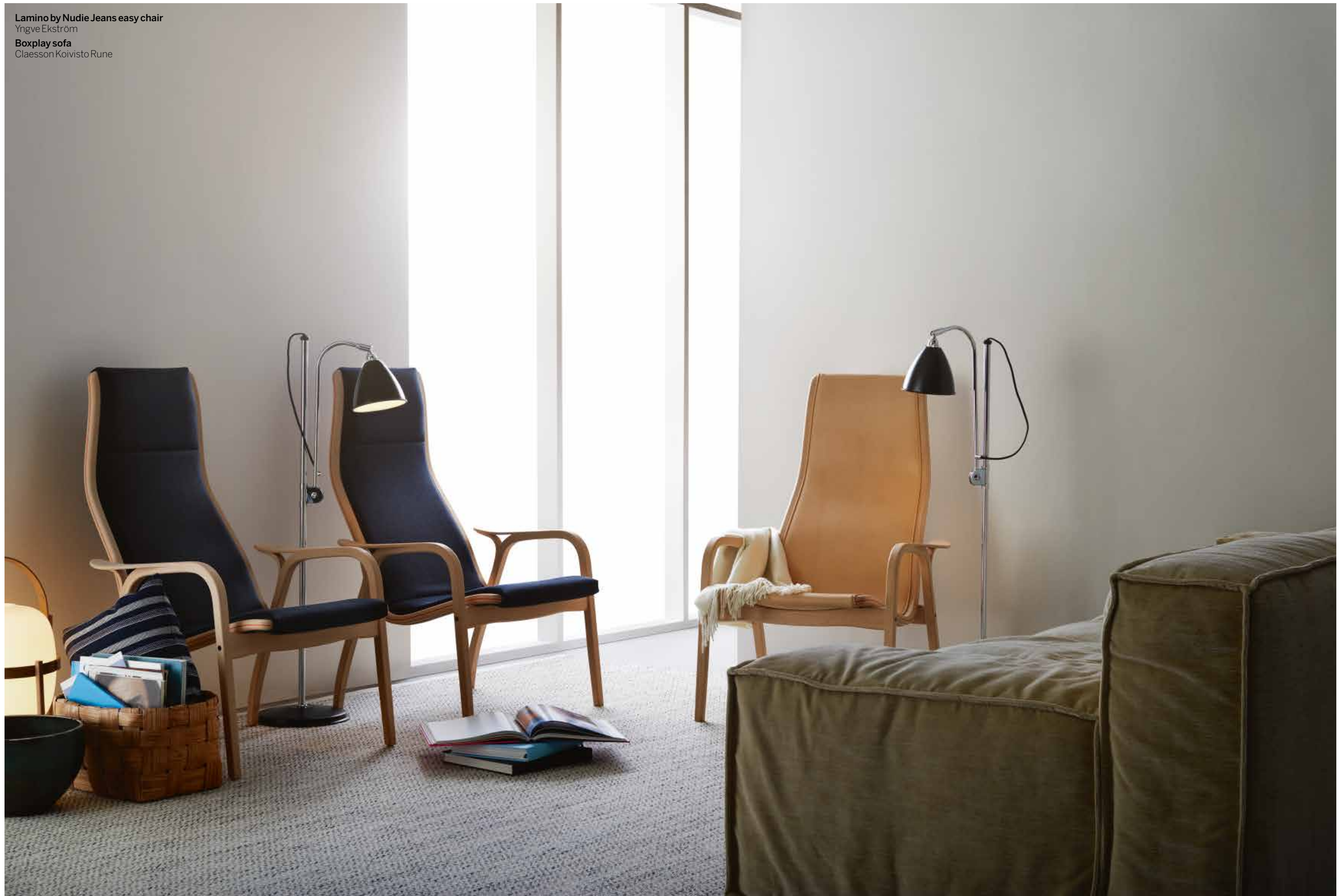


Lamino by Nudie Jeans easy chair

Yngve Ekström

Boxplay sofa

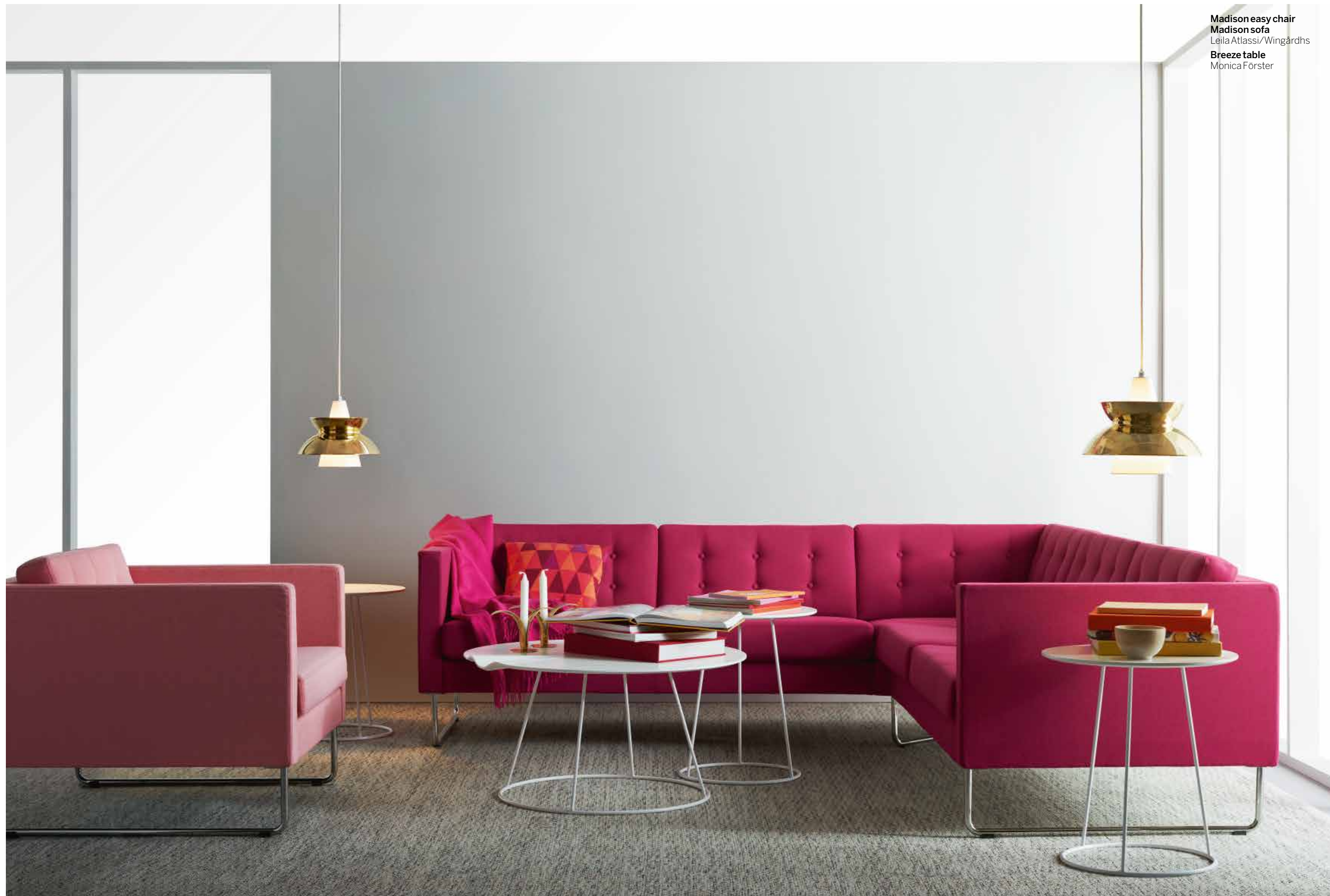
Claesson Koivisto Rune





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.

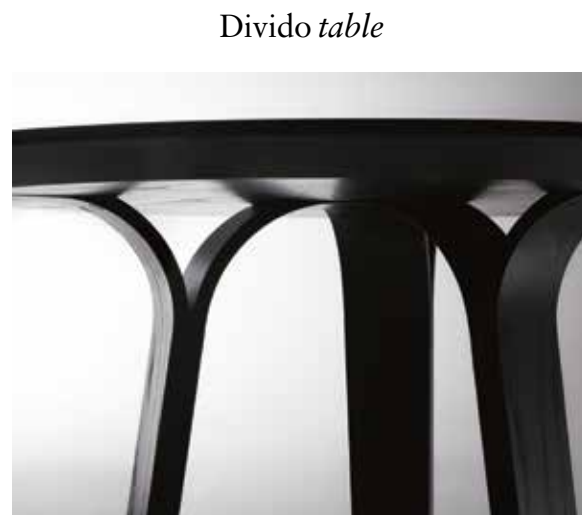
"I'm a little more zealous and have ideas more often, which Johan then scales down intellectually. He's more structured than I am," says Mats. Johan fidgets a little, but does not disagree.

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

*Stella armchair*



*Kite easy chair*

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?

**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



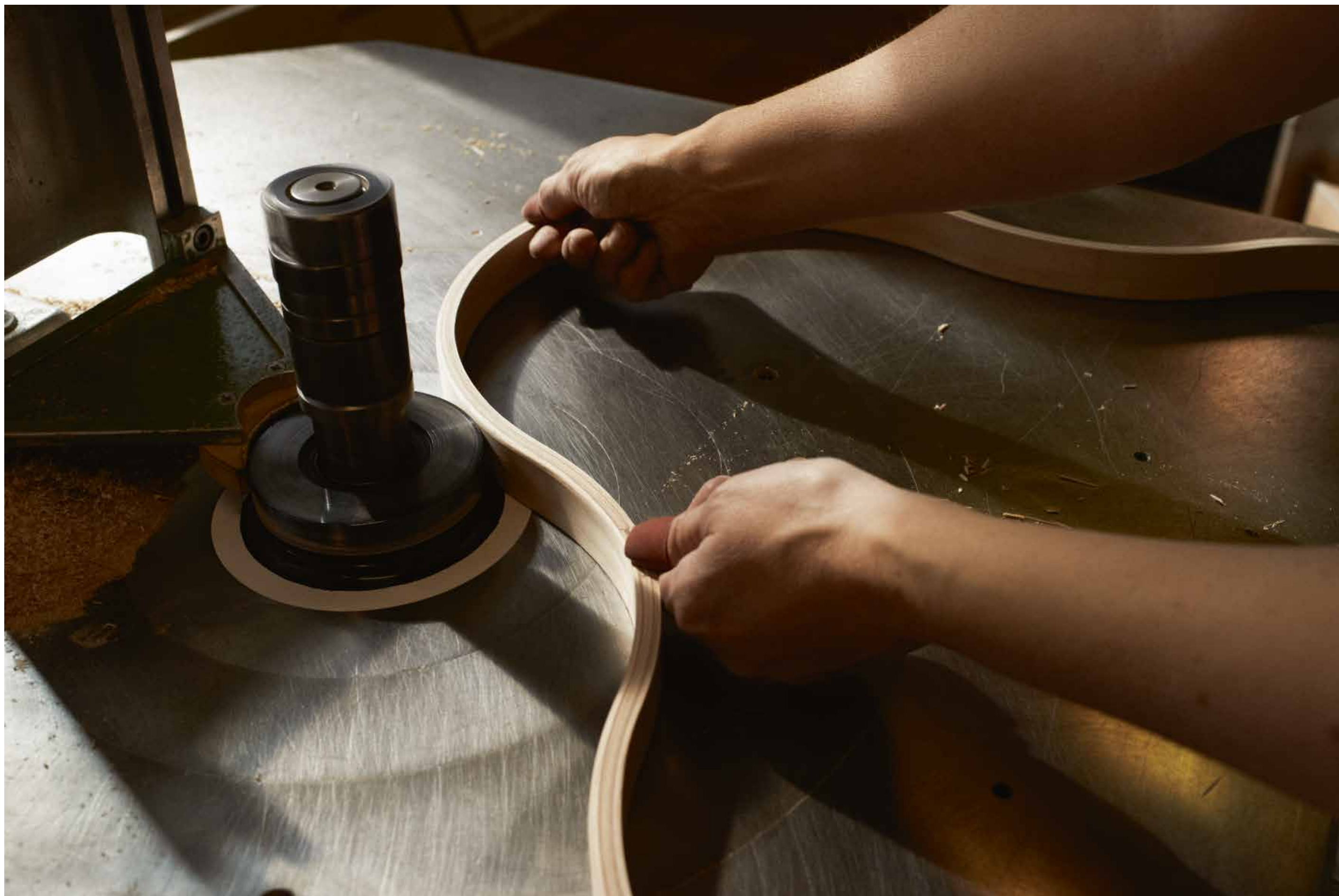


**People make all the difference**





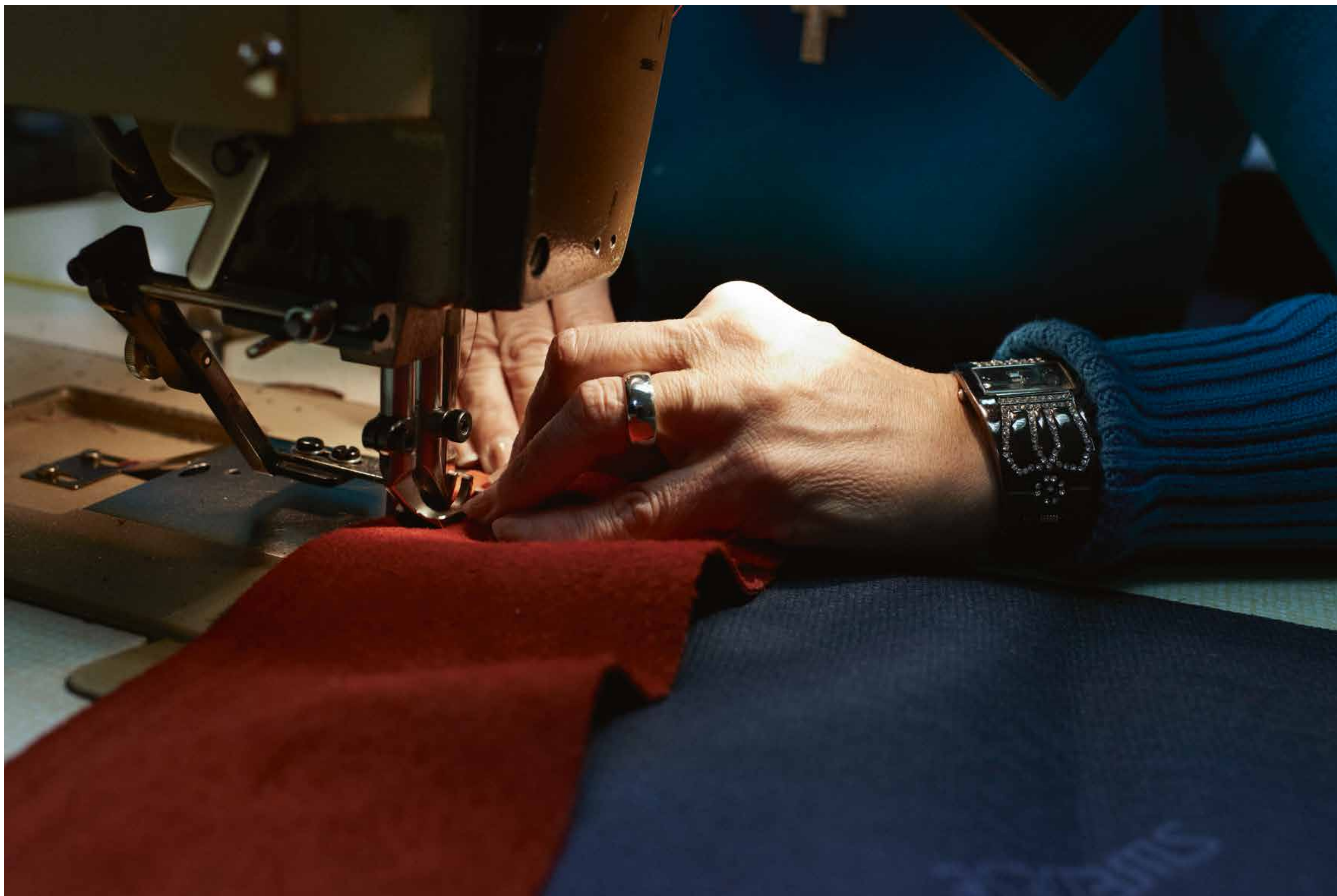














Sometimes people ask us why we've chosen to have our own two factories in Sweden. Wouldn't it be cheaper to produce elsewhere? And to let someone else do it?

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

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 Swedese, 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.

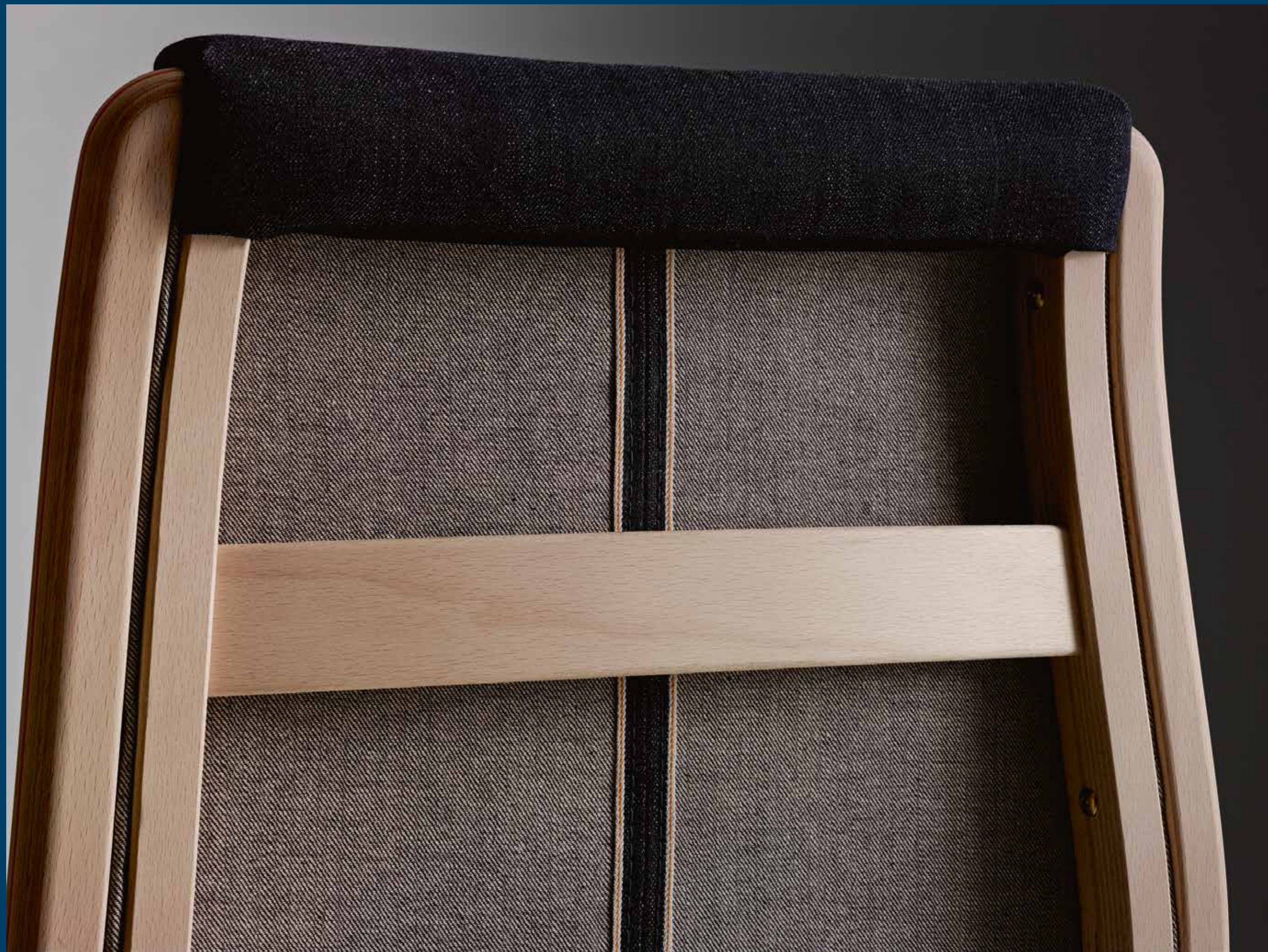
Throughout 2015, we will observe the 70-year anniversary of Swedese in various ways. For instance, we have considered: what if Yngve Ekström was still present? We know he was constantly working on all of his designs, but what would he have made of Lamino in the 2010s? Would he have made it more luxurious?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



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



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.

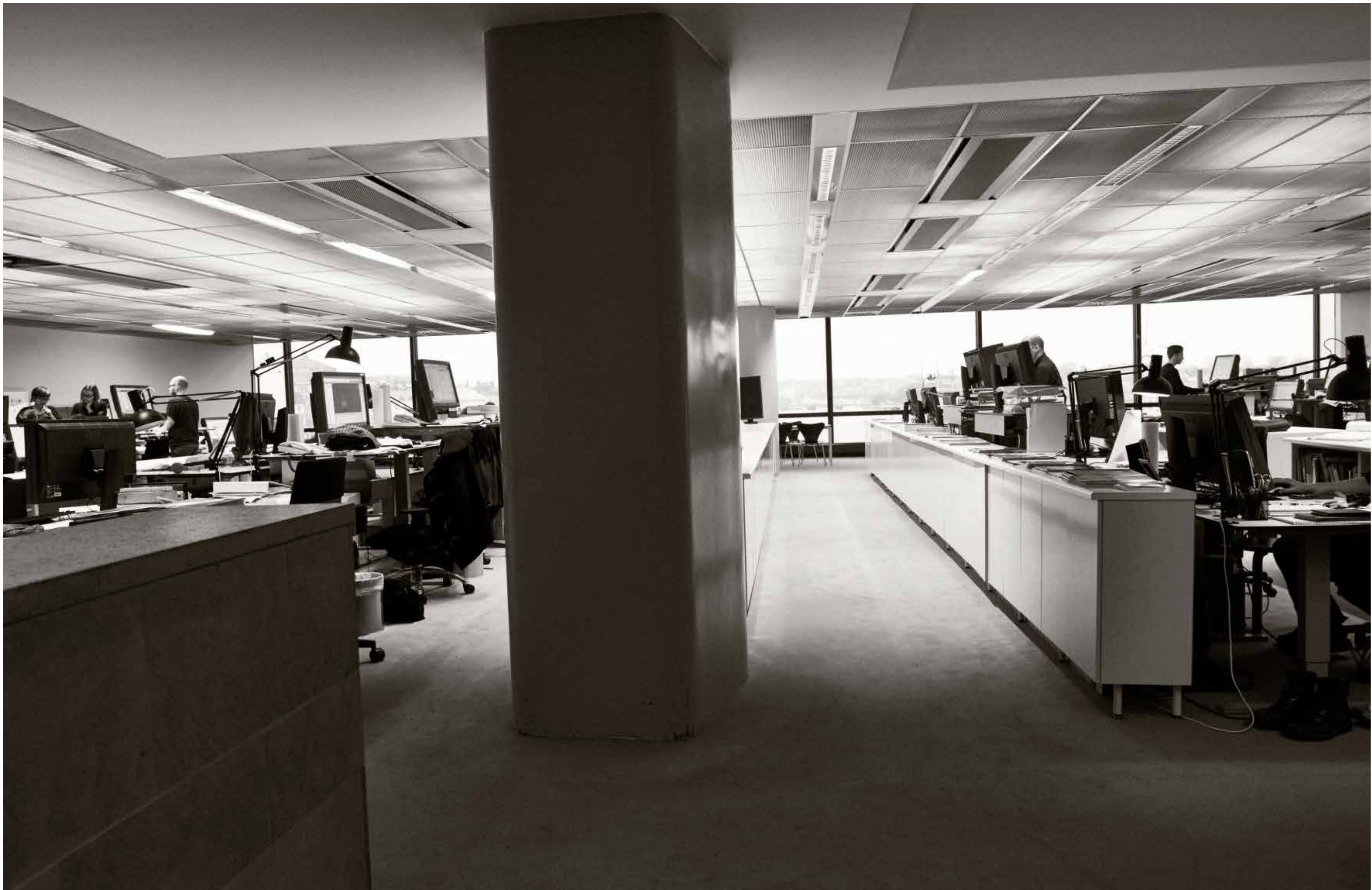
But right now, Leila Atlassi sits in a lunch restaurant in Stockholm with an impressive view. She works here now, in charge of Wingårdhs' interior design department in Stockholm, in a large, modernly efficient office with a view that nearly surpasses the one at the restaurant.

## When the whole means everything



Madison easy chair





Wingårdhs Stockholm

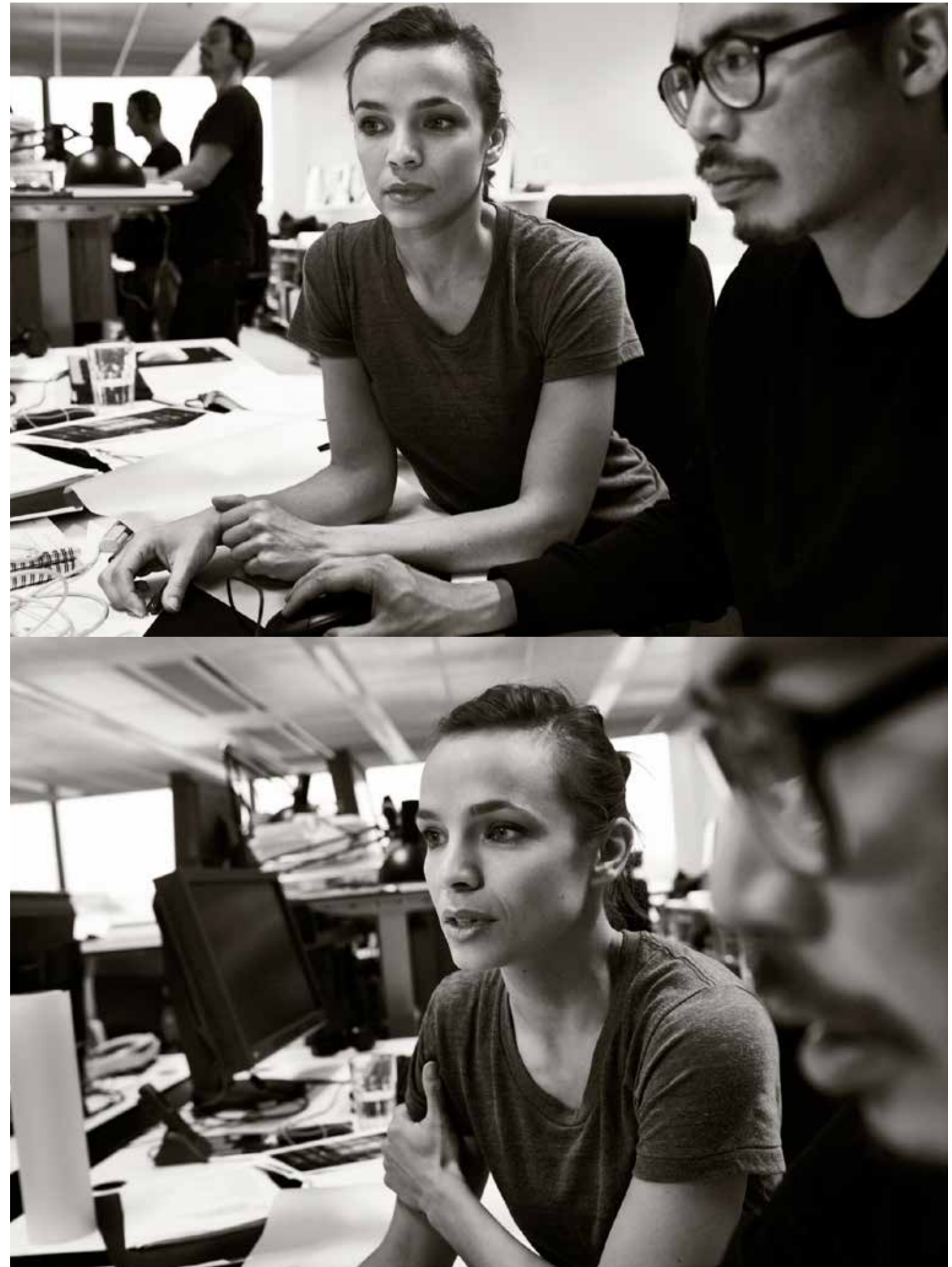


And Madison has become an entire sofa system, with a corner section, two and three-seater sofas and an easy chair spacious enough to seat one-and-a-half people. It has evolved into something of a basic sofa for Swedese, if that can be said of such an elegant product. “I strive to design furniture that 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





**Continental easy chair**  
Claesson Koivisto Rune

**Continental sofa**  
Claesson Koivisto Rune

**Lime table**  
Lime Studio



**Stella chair**  
Broberg & Ridderstråle

**Bespoke table**  
Roger Persson

**Desirée outdoor chair**  
**Desirée outdoor table**  
Yngve Ekström

**Cruiser easy chair**  
Marina Bautier





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







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 table**

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.

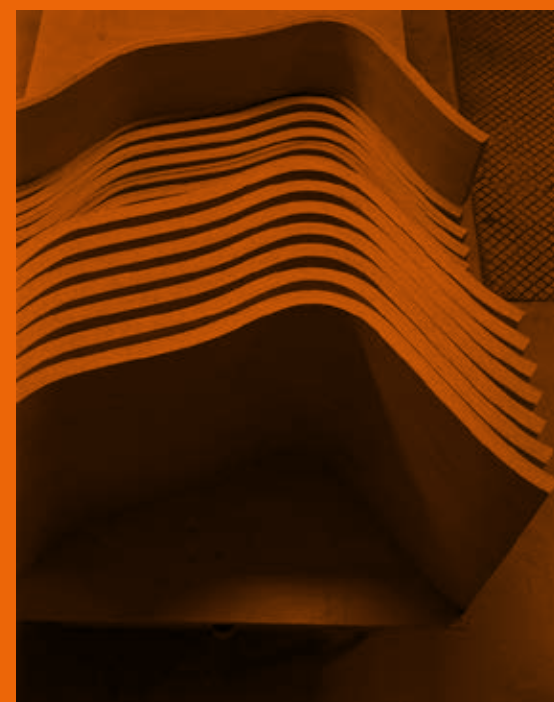
Many of those pieces are still in production: the beautiful 1954 outdoor chair Desirée; its sisters Laminett and Primo; the more stylish Rondino, and the sofa Accent. Some of them have been in

## The man, the myth, the Lamino



Yngve Ekström





*Lamino table*



*Desirée outdoor chair*

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,



*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	Havanna 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
			
Lamino W70 H101 SH41 D78	Lazy, high W71 H105 SH45 D77	Lazy, low W71 H78 SH45 D77	Madison W85 H71 SH40 D85
			
Manga W70 H103 SH40 D71	Norma W66 H114 SH45 D77	Nova W73 H82 SH42 D85	Primo, high W68 H104 SH41 D78
			
Primo, low W68 H84 SH41 D70	Rondino W77 H75 SH43 D60	Select W79 H111 SH47 D75	Select Wood W70 H111 SH47 D79
			
Solino W67 H110/92 SH43 D77	Stepp W78 H101 SH45 D91		
			
<b>Chairs</b>	Accord W43/53 H87 SH46 D59	Caravelle W48/53 H80 SH46 D51	Desirée W64 H87 SH45 D57
			

Grace W52 H80 SH45 D50	Grace W54 H80 SH45 D50	Happy W58 H84 SH45 D54	Happy W62 H84 SH45 D54
			
Happy W60 H90 SH46 D63	Happy W60 H90 SH46 D63	Happy W60 H90 SH46 D63	Kite W48/55 H90 SH48 D64
			
Rodrigo W48 H80 SH44 D52	Röhsska W44 H81 SH47	Stella W55 H83 SH45 D55	
			
<b>Stools</b>	Boxplay W144 H39 D70	Cruiser W74 H44 D67	Havanna W66 H41 D66
			
Just W113 H40 D66	Log W50 H40 D50	Spin Ø32 H44	
			
<b>Bar stools</b>	Grace W46/44 H103/87 SH79/63 D50/48	Happy W48 H85/71 SH79/65 D41	Spin Ø32 H65
			





Accent	82/137/156
Avalon	62/148
Baffi	83
Bespoke	10/16/18/74/75/80/112/116/132/135/137/149/151
Boxplay	20/45/63/66/80/84/136/155/161/166
Brasilia	63/134
Breeze	24/45/96/136/164/166/168
Caravelle	98/112
Cartoon	134
Continental	66/67/100/117/134/150/159
Cruiser	41/116/134/164
Desirée	116/156
Diva	8/28
Divido	42/44/64/83/154
Drum	62/119/150/160
Fakta	14/18/28
Flower	12/26/133/164
Gap Café	150/154/155
Gap Lounge	164
Gap Meeting	22
Grace	16/42/80/132/149/151
Grace bar stool	10
Happy armchair	74/137
Happy easy chair	26/76/96/155/159/161/168
Happy sofa	26/96/168
Happy stackable chair	135
Happy bar stool	152
Havanna	165
Kite	14/40/100/113/114/119/159/162
Kite conference chair	18
Laminett	82
Lamino	20/79/118/158/166
Lazy	161
Libri	16/40/158
Lime	66/67/76/84/96/117/134/137/159/160/168
Log	120/149/164
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Manga	136
Mira	168
Norma	16/28/60/78/120
Noton	18/26/113
Nova	12/133/160
Primo	119
Riddle	137
Rodrigo	155
Rondino	137/160
Rondo	8/22/28/60/78/79/98/100/113/114/120/150/152/159/162
Röhsska	83
Select	164
Spin	44/66
Spin bar stool	75
Stella	44/64/116
Teatime	119/166
Tree	154/169



# Swedese Portfolio

**SWEDESE 70**  
Celebrating seventy years of design 1945–2015

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