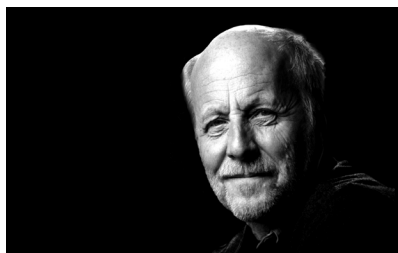


# KEVI X MADN NØRGAARD

CAMPAIGN PERIOD:  
SEPTEMBER – DECEMBER 2016

PRODUCT INFO	KEVI & NØRGAARD
YEAR / NO	2016 / 06
SHEET	1 / 1



## JØRGEN RASMUSSEN

Jørgen Rasmussen was born in Odense on April 26, 1931. He graduated from the Royal Danish Academy of Fine Arts in 1955, and in 1957 Jørgen and his twin brother Ib started their own studio with a focus on single-family houses.

In 1958 they began working for KEVI A/S, for whom they designed the KEVI chair.

In 1965, Jørgen invented the double-wheel castor, for which he was awarded the ID Prize. The KEVI castor went on to become an iconic Danish product.



Engelbrechts and famous Danish fashion designer Mads Nørgaard have made a collaboration and dressed the iconic KEVI in the classic Nørgaard stripes. Fabric from Kvadrat.



## BEHIND THE COLLABORATION

Mads Nørgaard grew up with KEVI, both at home and at the Nørgaard office. However, Mads Nørgaard always found that the chair was lacking stripes! This kick-started the collaboration with Engelbrechts to launch a striped version of the classic chair.

## ABOUT KEVI

KEVI is designed by architect Jørgen Rasmussen in 1958, and has since sold more than 2,5 million originals. Apart from its simple design and sublime functionality the chair is renowned for the double-wheel castor.

## ABOUT NØRGAARD

Nørgaard is a third generation multibrand store located in the center of Copenhagen and owned by Mads Nørgaard. Nørgaard is among other things

known for #101, the award winning rib t-shirt with long sleeves. It comes in a variety of colours and most important in signature stripes.

## FEATURES KEVI X NØRGAARD

Fabric designed by Mads Nørgaard for Kvadrat  
92% new wool / 8% nylon

Aluminium wheels

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Engelbrechts

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