

maze

100% design.
Proudly made
in Sweden.

#4



READ ABOUT THIS



The first jeans made in Sweden since the '70s.



The power of sketching.



Third generation wood man.



Suitcase, our new magazine holder.



Wire thread at Gunnars Tråd in Gnosjö.



A talk about the journey and future of Maze.



Amanda Hasselström from Designtorget tells us about the warmth of a Swedish home.



A Frenchman shares his thoughts about cheese and the difference in design in the Scandinavian countries.



Our talented employee, Mickis.



What does an Art Director do?



The floating shoe shelf, Step.

Slow production

Long lasting storage solutions

NATURE IN ALL ITS SPLENDOR IS THE GREATEST INSPIRATION IN HISTORY. IT SHOULD BE ONLY LOGICAL TO FEEL DRIVEN TO PROTECT IT.

Founded in 2003, Swedish label Maze designs nature-inspired homewares while never losing sight of the wellbeing of the environment – working with local manufacturers, packaging the products in recycled materials, never sourcing wood from endangered forests, and refusing to transport the products in aircraft.

A part of the change

Today we are living in a world where our ultra fast way of consuming is getting out of hand and are hurting both people and the environment. Maze want to take a more active part of changing how we produce, transport and



consume in the future. As we see it, we all have a responsibility in this necessary change and we want to invite our customers and other companies to do the same.

Long-term thinking

Inspired by the global Slow Food movement, where you promote food produced in a good, clean and fair way, Maze wants to develop the same kind of long-term thinking in our arena of design and furniture.

Inspired by their concept we call it Slow Production and it's simply about producing and offering products that last for a long time, that are produced by people who get decent wages and good working conditions and do as little impact on the environment as possible.

And hopefully, our Slow Produced collection of minimalist shelves, hangers, hooks and side tables will keep inspiring good, long lasting storage solutions everywhere it's needed.

BILL
FLOOR



MINI
MAE
PAPER



BILL
SHOE









YOUR NEW LOCAL JEANS

Words from a denim man



WE HAVE PICKED UP FROM OTHER INDUSTRIES THAT ARE FURTHER IN THEIR THOUGHTS IN SUSTAINABILITY AND LONG-TERM APPROACH TO END UP MORE WHERE WE WANT TO BE IN OUR OWN MANUFACTURING, IN OUR OWN WAY OF THINKING. TO SAY THAT IT IS ABOUT MORALITY WOULD NOT PROBABLY BE ENTIRELY WRONG.

Marthyn Inghamn is a denim guru, with over 20 years behind him in high positions at Levi's and JC who now, together with the northern brothers Oskar Sommarlund and Anton Olsson, from Denim Demon, launched the first Swedish-made jeans since the '70s. Their first 500 jeans are already sold out. They are called Sarva.

Where does the name come from?

The inspiration for Sarva comes from the brothers' Sami background, where the starting point has

been the need of garments that can withstand harsh conditions and extreme weather. Simply garments that lasts a long time and at the same time are stylish. Quite fitting, Sarva means young, unneutered reindeer bull in South Sami.

Why do you manufacture in Sweden?

Today we live in a world where it is no longer viable to manufacture in Bangladesh at salaries of 5-6 dollars a day, when we live as we do. The demand of locally produced products is getting

To say that it is about morality would not probably be entirely wrong.

stronger. It's about consuming and working ethically, for the future. Sarvas jeans are manufactured in 100% organic denim from Italy or Japan and sewn in Borås in the only remaining plant in Sweden that can produce jeans today.

Where do you find your seamstresses today?

Much of the sewing skills today has vanished from Sweden but we find talented seamstresses among immigrant women from the Eastern European countries who can teach us again. They can teach our young to secure the future of the garment industry in Sweden. In Sweden today we have so much expertise that is not being utilized, and if we can be a part of that changing, we are both grateful and happy.

Who are Sarvas customers?

We want to make clothes for people, regardless of age, gender or income, who have grown tired of wear-and-toss consumption. Our jeans cost a little more, but we hold our margins as much as we can so our jeans are accessible to as many people as possible. It's also about a reassessment of what a garment should cost and what it is worth. Our garments are a bit more expensive but are made by people who are doing well, are compensated for what they do and have a future for themselves and their families.

What do you think about the future of clothes made in Sweden?

As I see it, we are a few years ahead, and what we, as a small company, can do is to create reflection from both consumers and manufacturers for a necessary change, what we do today will become more obvious and sought after in the future. Today it's the small businesses that are pushing for change and it will eventually affect the giant companies.

What is the future for Sarva?

We see it in long term. You can't work with perspectives of quick results or quick solutions today if you want to be sustainable and do good.

It's also about a reassessment of what a garment should cost and what it is worth.

Both the apparel industry and our buying habits need to change, to be hold more accountable and we want to be an influence for a long time. This is really important to us.



The future of Maze



During your almost 3 years as Managing Director of Maze, the company has grown by 120%. What has been the most fun during this trip?

It has been a tough journey with many long hours and a lot of difficult challenges, but I have always known that the value and potential of manufacturing locally with its suppliers close by, in smaller batches with high quality is how you must think

today if you want to be a company that thinks durable and want to be involved in the future. Today people want to know what they are buying and want to be a part of a change for something more long term positive. We also received an award at this year, Möbelriskdag 2014 Newcomer of the Year, which of course also gives extra power and a confirmation that we are heading in the right direction.

What is it you like about Maze?

That it is everyday products when they are at their best. We are good at that in Sweden, and I think the practically viable is close to us all the time. The fact we also have talented designers and manufacturers, who really knows what they're doing, only makes it perfect.

Where is Maze in another three years?

Then we are in more markets with more bigger products in our portfolio. There are actually still a chair and a table that is missing out there. I'm myself still looking for them.

Louise Hederström

How do you sketch?

I always start with an idea which I try to explain and develop by using simple sketches. The next step is to get the right proportions which I sketch in 3D on my computer in parallel with simple full-scale sketches to get the right measurements. But the final sketch is still drawing work, then you put all the measurements and determines all the details. Sketching is a bit like putting a puzzle together, moving lines and proportions to find the right place and overall expression.

How many sketches do you do before a finished product?

Between 5-200.

sketch power



Returning to the soul

THE WARMTH OF A SWEDISH HOME

A lunch with Amanda Hasselström, the new Creative Director at Designtorget

DESIGNTORGET HAS IN RECENT YEARS BECOME MOST FAMOUS FOR THOSE WHO ARE INTERESTED IN DESIGN AND LOOKING FOR NICE GIFTS. HOWEVER, IT'S SOMETHING THAT IS ABOUT TO CHANGE. A RETURN TO THE ORIGIN AND A RENEWAL WITH MORE FOCUS ON SUSTAINABLE PRODUCTS FOR YOUR OWN HOME.

Where is Designtorget going?

We are going back to the heart and soul of Designtorget with young Swedish design as a core. At the same time, we are working on becoming a more sustainable and transparent company where it will be more obvious what we really are contributing with our products. We want to influence Swedish homes to more long-term homes that last over time. When aware people, interested in design need something to their homes, they should come to us.

How will you implement it?

We will review and develop our whole range and also complement it with our own new product series. At the same time we will declare all our content in our products with materials, glues, varnishes, and manufacturing locations to be completely open and transparent.

What is unique with Designtorget?

Designtorget will continue to be an arena and a support for young talented contractors. To develop and produce a product is intimate, it's something you do together and we want to contribute with our experience, our knowledge and our network. We want to help and create contacts between the right designers and the right producers to become even more attractive for



both. During Designtorget's 21-year old history, we have had about 6,000 designers under our roof.

What is Swedish design?

Swedish design is honesty, which is based on material and function. Swedish design derives from our light, our vast areas and our stillness. Something I have been thinking of when I travel is that we ourselves often forget that the Swedish homes are warm in a way that many other homes are not. How we use light and flowers in our home is unique in the world.

What do you think of Maze?

Maze is a modern Swedish design company with a clear expression and function that share much of our vision and our values which suit us well. It's a collaboration we want to develop further.

Where is Designtorget in a few years?

We will help drive change for a more sustainable design and production in Sweden. And I think we are lacking a discussion, a forum, for production, environmental issues and design in Sweden. It's something we also want to be a part of to create.



The Frenchman from Denmark

A TRAVELLING SALESMAN

Our man in Norway and Denmark

I LOVE METAL, IT'S FLEXIBLE, MALLEABLE, CLEAR AND HONEST. WHAT YOU SEE IS WHAT YOU GET, SAYS FRANCK PHILIPPE, THE FRENCHMAN FROM CHAMONIX WHO, FOR LOVE, MOVED TO DENMARK AND NOW LIVES IN THE COUNTRYSIDE AN HOUR OUTSIDE COPENHAGEN.

Franck is Managing Director of the furniture agency Mosaïque which combines the best of French and Scandinavian furniture cultures through the agencies of Fermob, Toolix, Ox Den-

marq, Saxo Living and now, since spring 2014, the Norwegian and Danish agency for Maze.

You think a little different when you select a new brand to represent. Tell us how you chose Maze.

I like Maze furniture because they speak to me, I can hear them. I have had an eye on Maze for a couple of years and have been interested in how you have evolved, from slightly rounder Swedish shapes into a more and more international idiom. Maze products have a strong intuitive sense, the body recognizes the shapes and lines, the products are new, fresh and elegant at a good

Sweden loves white, Denmark likes gray and Norway black.

price. Now the time was right to introduce Maze to Norway and Denmark.

Thinking different works demonstrably. Fermob, which Mosaïque began working with in 1998, has gone from a turnover of 4 million to over 200 today only in the Scandinavian market. A really impressive development.

Is the Scandinavian countries design different?

In Sweden it's simpler, stricter design but also a bit rounder and more organic design. In Denmark, there more into square design, because you are more in control of nature. It's easy to get from point A to B in Denmark. It's the same with their design, it's timelessly simple, easy and square. In Norway, they also like the square design but many people live in a tough environment so they also want little warmer elements such as wood and wool. Nature is more powerful in Norway. Colors also differ between countries: Sweden loves white, Denmark likes gray and Norway black.

What do you think of manufacturing in Sweden?

What's interesting with Swedish furniture is that you have your furniture industry left with the possibility of local manufacture. Which also has increased the demand for the locally produced. In Denmark and Norway there is nothing left.

How many are you at Mosaïque? Are you going to grow?

We are six people at Mosaïque. Six very different people. I believe in the strength of different people's knowledge and experience to be able to function as well as possible as a group. To work from different perspectives with a long-term cooperation, taking responsibility for both

customers and employees. It has probably been a big part of Mosaïque's success. If Mosaïque will grow? I don't know. All that matters is just who we are.

As a Frenchman from the Alps who loves cheese, can you give us your five favorite cheeses?

Appenzeller, from Switzerland, is a salty, tasty cheese that is very good. Comté is a cheese from the northeast of France, which has a nice, fruity taste. It should be 12 months old. From Denmark comes Vesterhavs cheese which is really salty, but fruity, it fits well with a piece of bread for breakfast. The Swedish Prästost has a unique flavor that also fit breakfast perfectly. You can eat the alp cheese Reblochon cold or melted on potatoes. Uhhh, and it comes from my community in France, Reigner.



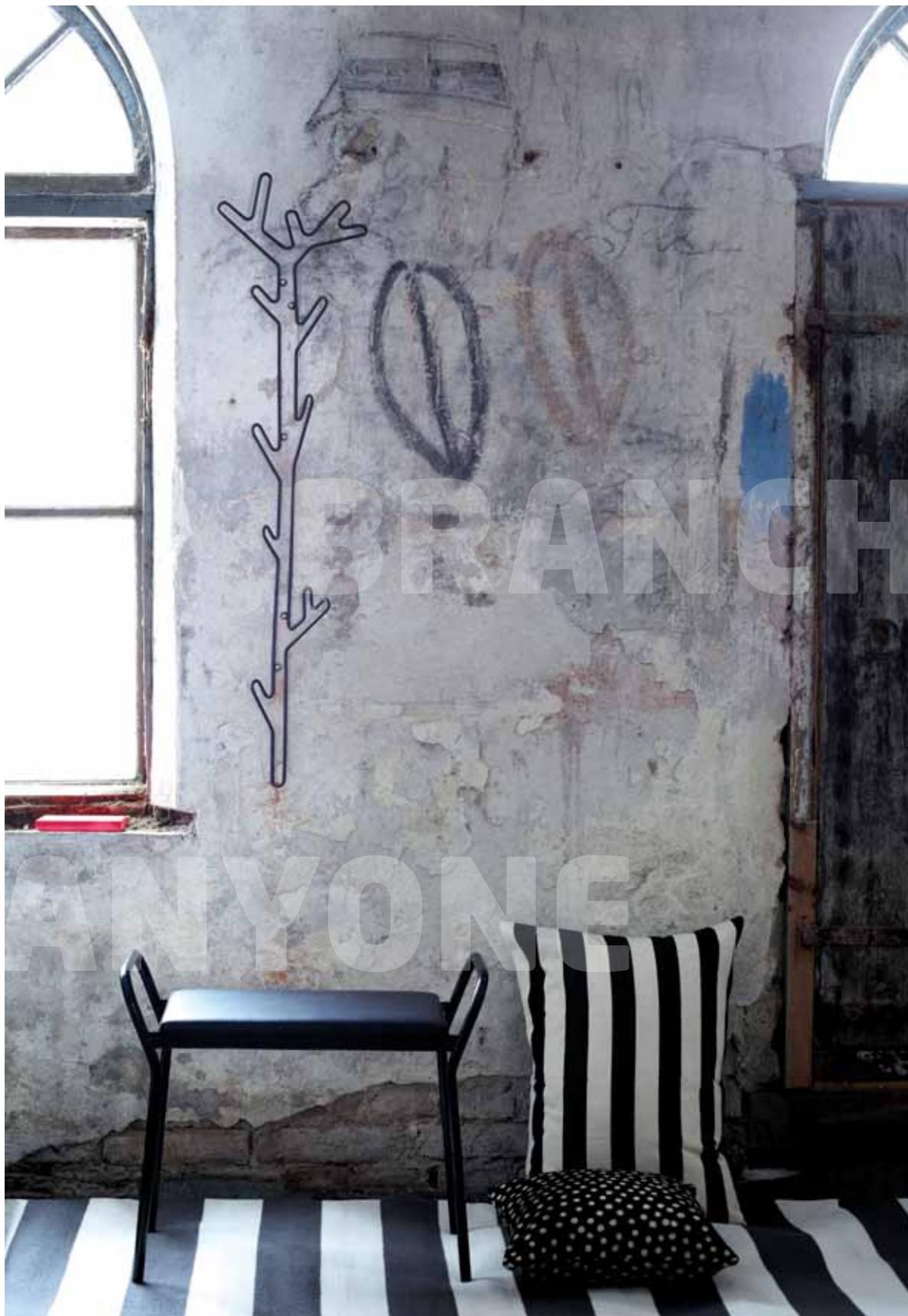














Third generation wood man

135.000 Swedish gnomes

And a lot of table flags, elks and wooden knobs

IT'S ALL IN THE SMALL DETAILS, AND IF YOU MAKE MORE THAN 1 MILLION DAILY YOU BECOME QUITE GOOD AT IT TO END, SAYS KÅRE LARSSON, CEO OF LARSSON WOOD IN TRANEMO.

Larsson wood started in 1946. Is it still a family business?

I am a third generation Larsson at Larsson's Wood and we are Sweden's most comprehensive lathes, planing mill and varnishing company and the oldest going lathing company in Sweden today.

Is it possible to be competitive with production in Sweden today?

We use automatic machines and rational management through all stages and it makes it possible. More expensive mounts or decorative paintings we do in Estonia and Bulgaria, but we also do some fitting in Sweden.

You manufacture most of birch and pine, why?

Both wood species is typical Swedish, and we have adapted our production to that local resource. Our wood comes mainly from Småland and Värmland.

What is your own biggest selling product, the flagpole or the moose?

The table flag is the product we have sold most of in Sweden but now it's unfortunately our



most copied article. Otherwise, gnomes are our greatest article. Of the 135,000 sold this year 100,000 was for export.

Maze buys untreated wooden knobs to our Bill Series from you. Is there something we should think about having wooden knobs?

You can go over them with fine sandpaper if they become unsightly after a few years. Then they become as new again. You can also paint, stain, or oil them in a custom finish if you like.

The surface is finished by tumbling and electrostatic coating. Explain what it means.

In drum coating we spray the color in a rotating barrel where the products are painted, in electrostatic painting we hang the product in a swing that is grounded, and the pendants pass a paint sprayer with electric charge. Color fog then stick to the grounded pendants. This allows more color on the article and less paint is lost in the filters.

Where is Larsson's wood in 20 years, what is the future?

We are optimistic about the future and aim to develop in the same direction as now and then maybe our exports will be 1 million wooden knobs for Maze.



Our new magazine holder

Malin Lundmark

Malin Lundmark is one of our designers at Maze since 2005 and she has designed products like Magbag, Edgy, Kubo and our lovely children's animal hook series, The Ark, for us. With her playful approach to design she always find new ways of looking at traditional items.

Now, inspired by the classic Swedish leather briefcase and the '50s clear lines, she has designed Suitcase, a new magazine holder in the shape of a stylized briefcase where the metal thread mimics its external form. The band holds it together and embraces the papers and magazines in a loving way.

We like it a lot and hope you will do too.



GUNNARS TRÅD

USING WIRE THREAD HAS A LONG HISTORY IN THE GNOSJÖ-AREAS. IN THE LATE 1800S THERE WERE OVER 100 WIRE WORKS HERE. GUNNAR GUSTAVSSON STARTED WIRING IN HIS GARAGE IN 1960 WHICH IS TODAY RUN BY GUNNAR'S SON KJELL-OVE.

You're a company that cares about the environment, amongst other things you create your own electricity from wind power equivalent to about 20% of your electricity consumption and are constantly working to improve. How much of your thread is recycled today?

The thread that Maze purchase is 100% recycled, but there are also wires that are between 20-80% recycled. It depends on how nice and soft you want it. The more ore-based thread, the softer and finer it gets - but when it comes to your products it works excellent with 100% recycled iron.

Do you have foreign customers as well?

We have approximately 80% Swedish and 20% foreign companies. We have customers in many industries, the furniture industry, automotive industry, sign set manufacturers, mesh panels to the robot cells and much more.

What about the future of the wire industry in Sweden?

Much of the wire production has been placed abroad, but we are starting to see it returning again now when people are becoming more and more interested in environmentally friendly productions. It's not sustainable and healthy to ship products across half the globe.

The floating shelf

New designer on the block

GUSTAV ROSÉN IS A KTH-TRAINED ENGINEER WHO FOR A YEAR AND A HALF AGO, DECIDED TO CHANGE COURSE AND BECOME A DESIGNER. NOW HE HAS DESIGNED A NEW MAGICAL SHOE RACK FOR MAZE.



How is it to come from your background and to start working with design?

To design a product or to develop an IT system is not so different. There is much about the process of reaching the target audience with an attractive and useful solution that is similar. I have always been interested in the ease of use.

What is your creative process like?

First I sketch with my 3D program where you see the lines, shapes and proportions good and then I create 3D printed prototypes in order to feel and see the solutions in reality. With Step I did prototypes of paper and cardboard in order to better understand how and when it worked.

How did you come up with the idea of Step?

I had an idea for a shoe rack that hovered in the air and that it would be a modular solution that made it possible to combine as you want.

What inspires you?

I've always liked to keep up with the art world, I like sculpture a lot. At the same time, it has been inspiring to have contributed with IT solutions

that decrease energy consumption and environmental impact. It's something that interests me a lot and that's why I think it's so inspiring that Maze put as much as possible of their production in Sweden to reduce their impact.

What are your favorite materials?

I very much like the trend of mixing wood with metal, but I'm also interested in looking at certain plastics in combination with LED technology.

What are you sketching on now?

I have designed a completely new console system that I will develop together with Maze, which is very exciting.



Our brand new colors

This year Maze is launching three new sombre colors: DeepBlue, WarmGray and Darkbrown. Three colors that really embodies where Maze is right now. We hope you are going to like them as much as we do. We actually love them.

MICKIS

& KF

A talented employee

How is it to come as a project manager from the media industry and start working with Maze?

When I was asked if I wanted to start as market communicator at Maze the choice was not so hard, I knew who Maze were and everyone likes what they do. And I like challenges.

How do you relate to design?

Before I began at Maze I was not thinking that much on design, quality, originals or copies. Today I see the price payed for the cheap replica usually is payed by both people and the environment where it's manufactured. Today I try to save until I can buy what feels more right.



A guy in the background

What does an art director do?

We try to keep things together. We make sure all communication are coherent and recognizable. We are responsible of the brand and that it's true and reaches it's audience.

What's true and unique about Maze?

Well, it really is what it sets out to be. It's a quite transparent brand with good intentions that have high ambitions in doing the right thing and I really like that.

The future of Maze?

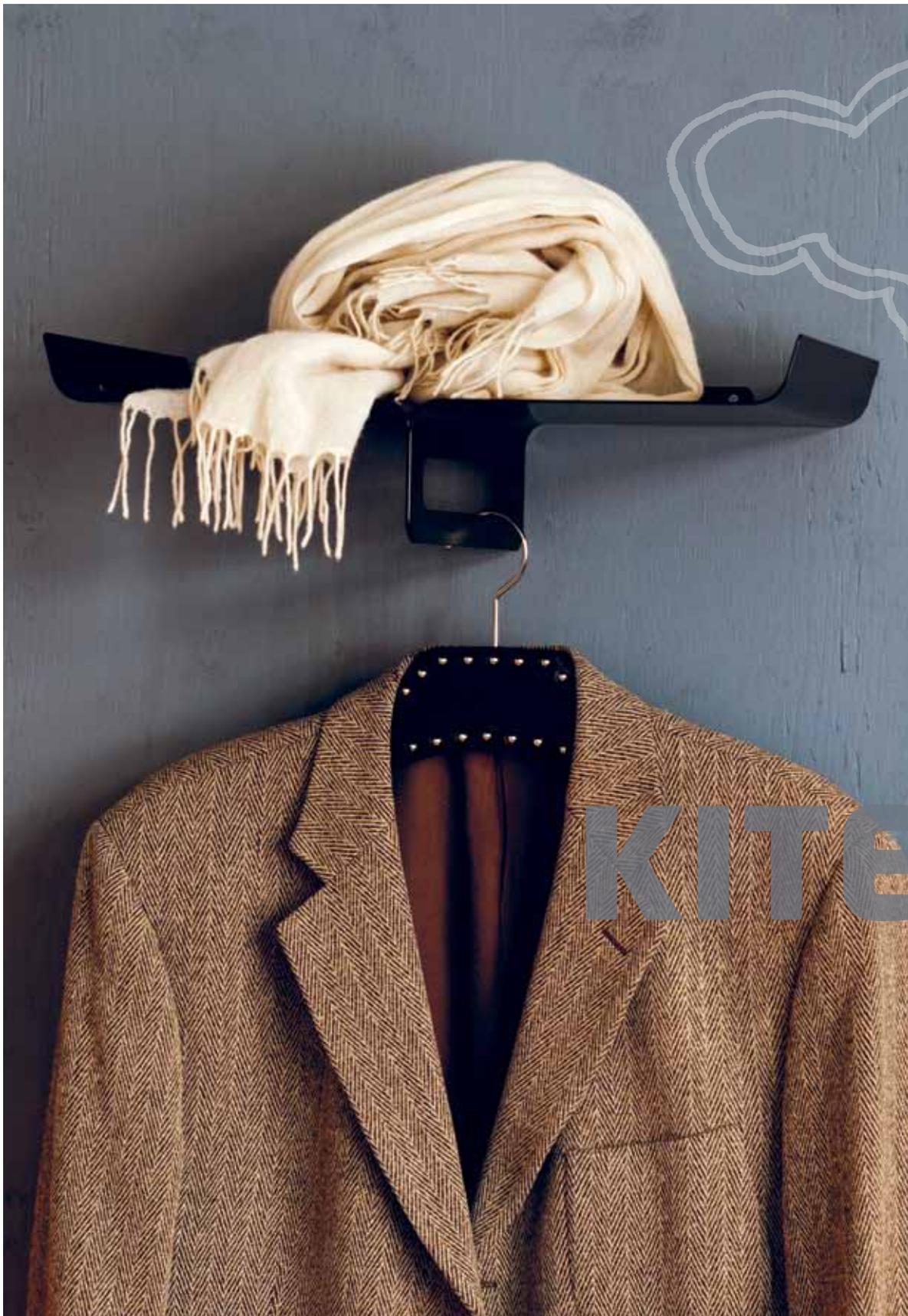
A bright and clear future. It's a brand with a plan and I think it's just gone work out fine.















MINNIE
MAE
PAPER



MINNIE
MAE
PAPER



PRODUCTS

Bill XXS

Furniture type: Hook
Material: Metal wire+wooden knobs
Dimensions: H: 90 mm
D: 65 mm W: 135 mm
Design: Louise Hederström
Manufactured: Sweden
Design year: 2014



Colors

Bill XS

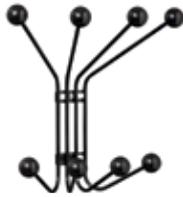
Furniture type: Hanger
Material: Metal wire+wooden knobs
Dimensions: H: 230 mm
D: 126 mm W: 210 mm
Design: Louise Hederström
Manufactured: Sweden
Design year: 2010



Colors

Bill S

Furniture type: Hanger
Material: Metal wire+wooden knobs
Dimensions: H: 380 mm
D: 210 mm W: 450 mm
Design: Louise Hederström
Manufactured: Sweden
Design year: 2006



Colors

Bill Shoe

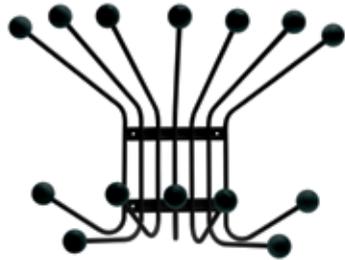
Furniture type: Shoe Shelf
Material: Metal wire+wooden knobs
Dimensions: H: 390 mm D: 300 mm W: 700 mm
Design: Louise Hederström
Manufactured: Sweden. Design year: 2014



Colors

Bill L

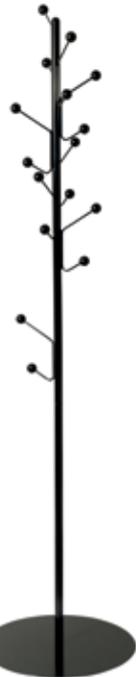
Furniture type: Hanger
Material: Metal wire+wooden knobs
Dimensions: H: 420 mm D: 240 mm W: 620 mm
Design: Louise Hederström
Manufactured: Sweden
Design year: 2011



Colors

Bill Floor

Furniture type: Freestanding
Hook Hanger
Material: Metal+wooden knobs
Dimensions: H: 1750 mm Ø: 270 mm
Design: Louise Hederström
Manufactured: Sweden
Design year: 2010



Colors

Anyone

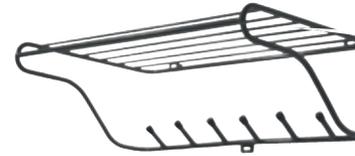
Furniture type: Stool
Material: Metal+leather
Dimensions: H: 555 mm (with handles,
450 mm without) D: 260 mm
W: 640 mm
Design: Louise Hederström
Manufactured: Sweden
Design year: 2012



Colors

Hat Rack

Furniture type: Hat Rack
Material: Metal wire
Dimensions: H: 200 mm
D: 350 mm W: 600 mm
Design: Olof Kolte
Manufactured: Sweden
Design year: 2005



Colors

Shoe Shelf

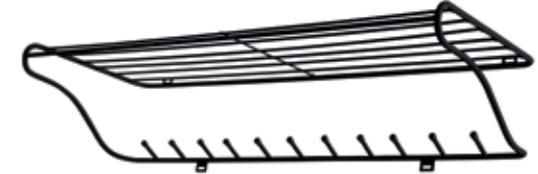
Furniture type: Shoe Shelf
Material: Metal wire
Dimensions: H: 84 mm
D: 254 mm W: 600 mm
Design: Olof Kolte
Manufactured: Sweden
Design year: 2005



Colors

Hat Rack L

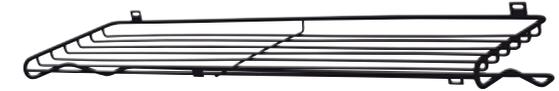
Furniture type: Hat Rack
Material: Metal wire
Dimensions: H: 200 mm
D: 350 mm W: 990 mm
Design: Olof Kolte
Manufactured: Sweden
Design year: 2011



Colors

Shoe Shelf L

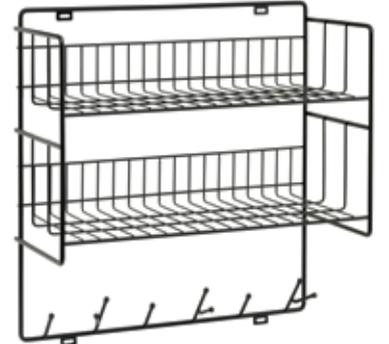
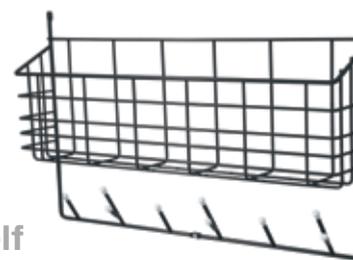
Furniture type: Shoe Shelf
Material: Metal wire
Dimensions: H: 84 mm
D: 254 mm W: 990 mm
Design: Olof Kolte
Manufactured: Sweden
Design year: 2011



Colors

Double Shelf

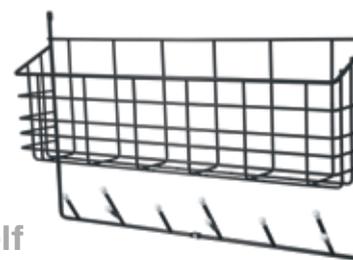
Furniture type: Shelf
Material: Metal wire
Dimensions: H: 668 mm
D: 256 mm W: 578 mm
Design: Olof Kolte
Manufactured: Sweden
Design year: 2013



Colors

Mitten Shelf

Furniture type: Mitten Shelf
Material: Metal wire
Dimensions: H: 340 mm
D: 84 mm W: 570 mm
Design: Olof Kolte
Manufactured: Sweden
Design year: 2005



Colors

Triple Shelf

Furniture type: Shelf
Material: Metal wire
Dimensions: H: 720 mm
D: 235 mm W: 380 mm
Design: Olof Kolte
Manufactured: Sweden
Design year: 2013



Colors

Kite

Furniture type: Hat Rack
Material: Metal
Dimensions: H: 120 mm
D: 250 mm W: 450 mm
Design: Asshof&Brogård
Manufactured: Sweden
Design year: 2010

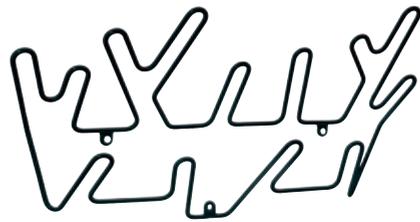


Colors



Branch

Furniture type: Hanger
Material: Metal wire/chrome wire
Dimensions: H: 1170 mm
D: 98 mm W: 290 mm
Design: Louise Hederström
Manufactured: Sweden
Design year: 2006



Crown

Furniture type: Hanger
Material: Metal wire
Dimensions: H: 260 mm
D: 125 mm W: 550 mm
Design: Louise Hederström
Manufactured: Sweden
Design year: 2005



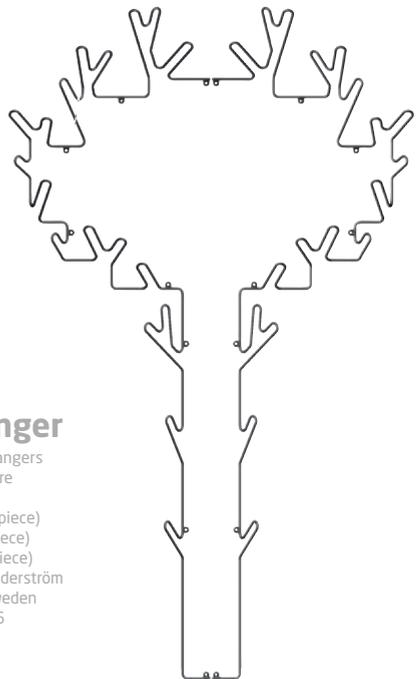
Buddy

Furniture type: Hook
Material: Metal wire
Dimensions: H: 130 mm
D: 45 mm W: 110 mm
Design: Louise Hederström
Manufactured: Sweden
Design year: 2011



Peace

Furniture type: Hook
Material: Metal wire/Chrome wire
Dimensions: H: 220 mm
D: 110 mm W: 210 mm
Design: Louise Hederström
Manufactured: Sweden
Design year: 2005



Tree Hanger

Furniture type: Hangers
Material: Metal wire
Dimensions:
H: 1500 mm (per piece)
D: 120 mm (per piece)
W: 440 mm (per piece)
Design: Louise Hederström
Manufactured: Sweden
Design year: 2006



Hat

Furniture type: Hat Rack
Material: Metal
Dimensions: H: 90 mm
D: 271 mm W: 600 mm
Design: Gustav Rosén
Manufactured: Sweden
Design year: 2014



Step

Furniture type: Shoe Shelf
Material: Metal
Dimensions: H: 90 mm
D: 290 mm W: 600 mm
Design: Gustav Rosén
Manufactured: Sweden
Design year: 2014



Now

Furniture type: Magazine Holder
Material: Metal wire/chrome wire
Dimensions: H: 1040 mm
D: 80 mm W: 290 mm
Design: Louise Hederström
Manufactured: Sweden
Design year: 2010



Journal

Furniture type: Magazine Holder
Material: Metal wire
Dimensions: H: 280 mm D: 350 mm W: 300 mm
Design: Lotta De Visscher. Manufactured: Sweden
Design year: 2011. Exclusively sold at DesignTarget in Sweden and Norway.



Suitcase

Furniture type: Magazine Holder
Material: Metal wire
Dimensions: H: 370 mm
D: 210 mm W: 460 mm
Design: Malin Lundmark
Manufactured: Sweden
Design year: 2014



Magbag

Furniture type: Magazine Holder
Material: Metal
Dimensions: H: 380 mm D: 100 mm
W: 300 mm Design: Malin Lundmark
Manufactured: Sweden
Design year: 2008



Letter

Furniture type: Letter/Key Shelf
Material: Metal
Dimensions: H: 155 mm
D: 55 mm W: 205 mm
Design: Malin Lundmark
Manufactured: Sweden
Design year: 2009



Desk Letter

Furniture type: Letter Shelf
Material: Metal
Dimensions: H: 170 mm
D: 60 mm W: 240 mm
Design: Malin Lundmark
Manufactured: Sweden
Design year: 2012



Letter Shelf

Furniture type: Letter/ Shelf
Material: Metal+leather+magnets
Dimensions: H: 240 mm D: 135 mm W: 275 mm
Special features: Five magnets
Design: Malin Lundmark
Manufactured: Sweden
Design year: 2010



Kubo

Furniture type: Bedside Shelf/Kitchen Shelf
Material: Metal
Dimensions: H: 270 mm
D: 130 mm W: 270 mm
Special features: 90° turnable
Design: Malin Lundmark
Manufactured: Sweden



F-Shelf

Furniture type: Bedside Shelf/Hall Shelf
Material: Oiled oak veneer/white MDF/black ash veneer
Dimensions: H: 420 mm D: 250 mm W: 210 mm
Design: Kent Johansson
Manufactured: Latvia
Design year: 2002



Colors

Edgy

Furniture type: Bedside Shelf/Hall Shelf
Material: Metal+laminated top
Dimensions: H: 175 mm
D: 250 mm W: 375 mm
Design: Malin Lundmark
Manufactured: Sweden
Design year: 2012



Colors

Hold S

Furniture type: Table
Material: Laminated birch plywood+metal wire
Dimensions: H: 482 mm
D: 450 mm W: 420 mm
Design: Jaan Selg
Manufactured: Sweden
Design year: 2012



Colors

Hold L

Furniture type: Table
Material: Laminated birch plywood+metal wire
Dimensions: H: 450 mm D: 400 mm W: 800 mm
Design: Jaan Selg
Manufactured: Sweden
Design year: 2012



Colors

Minnie Mae Paper

Furniture type: Tray Table
Material: Metal wire+ moulded birch plywood
Dimensions: H: 490 mm
D: 255 mm W: 620 mm
Design: Louise Hederström
Manufactured: Sweden
Design year: 2008



Colors

Beside

Furniture type: Table
Material: Metal+wood+ metal wire
Dimensions: H: 485 mm
D: 300 mm W: 500 mm
Design: Mattias Stenberg
Manufactured: Sweden
Design year: 2012



Colors

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MADELEINE SÖDER

STYLIST

ANN CHARLOTTE RIDDERSTOLPE

AND WE DEARLY THANK

BRIC A BRAC

LOVE WARRIORS

HAY

GILLSTAD

ÖRSJÖ BELYSNING

HARRYS HARDWARE

TEXA DESIGN AB

VIKING SUN

ECCO

SPRALL

ART DIRECTION & GRAPHIC DESIGN

KARL-FREDRIK JOHNFORS



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