



New 2017 collection

With this year's new pieces we are presenting four examples of how talented designers create furniture that brings to mind the perfection of nature: a forest, a rolling landscape, a beautiful resting place and last, but not least; silence.

> Phaze by Karim Rashid

> > Deep Forest by Nina Jobs

deciBel by Ruud Ekstrand

Isa by Louise Hederström





Phaze

by KARIM RASHID

An armchair that embraces you, providing generous personal space. Several linked together create a beautiful, undulating shape.

"I was thinking of a design that embraces my philosophy of sensual minimalism and repetition. The Phaze armchair was the result!"

/ Karim Rashid



Deep Forest

by NINA JOBS

An effective sound absorber that is easy to place and has a filling made f om recycled textiles. The discreet design is a conscious interpretation of the saying that you can't see the wood for the trees – it is meant to blend into the background of the room rather than being the headline act.

"The repeat forest motif has been designed to reflect Skandiform's aura and create a functional background in public spaces."

/ Nina Jobs







deciBel

by RUUD EKSTRAND

Wood combined with sound-absorbent material results in a comfortable chair that contributes to an equally comfortable environment with no unnecessarily distracting noise.

> "The greatest possible silence... sometimes an unusually silent classic is precisely what you need."

> > / Ruud Ekstrand







Isa is a generously-sized piece of seating furniture that brings to mind a rolling landscape with variations in both height and shape. It's a meeting place to sit down and take a break on.

"The name Isa comes from isarithm, the curved contour lines used on topographical maps to indicate varying heights. I often draw inspiration from nature – it's the ultimate combination of beauty and function."

/ Louise Hederström





Our designers

Our various families of timeless furniture are developed in close partnership with our handpicked team of talented designers and architects.

Louise Hederström Product: Isa

Louise Hederström's designs span a wide area, covering everything from interior details to furniture and rugs. Her creations often contain elements of her characteristic playfulness as well as nature, from which she draws inspiration. Louise has worked in close collaboration with many of Sweden's biggest design companies.





Karim Rashid

Karim Rashid is one of today's most influential designers with more than 3,000 products in production – including 300 award-winners – in 40 different countries. Karim bases his designs on the idea of reflecting society – how we live and what we are looking for. Through frequent flirtations with other media, such as music, art and fashion, he pushes both his own boundaries and those of the world around him.



Ruud Ekstrand

Ruud Ekstrand is one of Sweden's most renowned designers and has always been passionate about public spaces. Ruud has a unique feel for smart, functional and flexible solutions and has made countless meeting rooms into nicer places in which to come together.

Nina Jobs

Product: Deep Forest

Nina Jobs is an internationally distinguished designer whose creations include everything from small interior details to wallpaper, fashion and furniture. Nina has many other talents too and is also known as a furniture designer, art director and curator of several exhibitions on Swedish design.



We create our furniture in Vinslöv in northeastern Skåne, Sweden. Timeless furniture, focusing on form and function. Superior craftsmanship, for when people meet in a variety of environments. Sustainable series, developed with carefully selected designers and in harmony with

> Produced by: Lokal 54 Art Direction: Helena Radelius Photography: Marcus Lawett, Johan Kalén Styling: Caroline Richter, Sofie Lawett Printed by: Litografen Translation: AB Språkman



scandinavian sense

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