

# SKANDIFORM PRESS 2011

THE ENCLOSED USB MEMORY STICK CONTAINS TEXTS, MORE PICTURES AND LOGOTYPES THAT ARE SUITABLE FOR USE IN PRINTED MATERIALS.

## FLEX HIGH / FLEX CL

Ruud Ekstrand's Flex has a name that clearly reflects its flexibility. Launched in 2010, it has already become one of Skandiform's best-selling designs. Flex has previously been available as a chair with or without arms, and as a swivel chair with arms, on castors or on glides. Now the Flex family has been extended with the addition of two new members.

"Flex High increases the options available by offering a chair with arms that combines a high back with just the right degree of flexibility. It has a star-shaped swivel base with either four glides or five castors."

"Flex CL has a cantilevered construction that gives it an international look and is extremely comfortable, thanks to the design of the steel underframe. The Flex family is growing!" /Ruud Ekstrand



### RUUD EKSTRAND

During his long career, Ruud has participated at several exhibitions like International Design Center in New York, Swedish Embassy in Tokyo and Form/Design Center in Malmö, Sweden.

Ruud has also received the awards Forsnäspriset, the "Golden Chair" award and the "Excellent Swedish Design" award which he has been awarded 14 times. Eight of these products were designed in cooperation with Skandiform.

## BOMBITO HIGH

The first Bombito was designed by Jonas Lindvall as a space-saving chair that would be equally at home in settings large and small. It was also designed to be stackable and suspendable. Now we are launching a new, high-backed variation based on this same versatile construction.

"It's a big brother to the original Bombito that provides even better support for the user's back." /Jonas Lindvall



### JONAS LINDVALL

Jonas Lindvall is one of the most prominent and successful figures in furniture design and interior architecture in Sweden.

With a distinct and subtle expression his works have been told to advocate timelessness, simplicity and elegance in an aesthetical combination with poetical qualities.

Several pieces of furniture designed by Lindvall have been awarded the honour "Excellent Swedish Design" and are represented at The Victoria and Albert Museum in London, Nationalmuseum in Stockholm, Mori Art Center in Tokyo and on the Swedish embassy in Berlin, to name a few.

## AFTERNOON SOFFA

The idea behind the Claesson Koivisto Rune design for Afternoon chair/easy-chair was to create a seating solution that combines compactness in size with uncompromisingly good comfort.

The seat's rounded edges also contribute to a look that emphasises the slimmed-down proportions.

"Afternoon sofa is a compact little sofa that forms the latest addition to the Afternoon family. Despite its diminutive size – just 127 x 70 x 62 cm – it still provides plenty of space for two to sit in comfort.

Thanks to its slimmed-down lines, Afternoon can be used where a conventional sofa would be too big.

And it's stackable, too. That means that it's ideal for occasions such as parties, when you can stack several sofas out of the way to make room to dance." /Eero Koivisto



### EERO KOIVISTO

The design trio Mårten Claesson, Eero Koivisto and Ola Rune nowadays have a profession both as architects and industrial designers.

The list of accomplished projects includes buildings, interior design, furniture and industrial design in Scandinavia, Europe, Japan, USA and South America. Nowadays the design of Claesson Koivisto Rune is recognized and acknowledged all over the world. They have received about forty Swedish and international awards for their works.

A few of the assigners are Sfera Building in Kyoto, Sony Music in Stockholm, the Swedish Embassy in Berlin and Louis Vuitton.

## CONICA EASY-CHAIR/TABLE

Conica's rich contrasts mean that this easy-chair is something of a chameleon, at home in any surroundings. Walnut or dark stained wood with a tinted glass top conjures up the intimate atmosphere of a smoking room from the 1950s. A lighter-coloured frame in oak, on the other hand, emphasises the sleek Scandinavian look, while a white frame places Conica firmly in the interior furnishing world of the future. An exciting statement from a new Danish designer.

"It may be inspired by the style and designs of the 1950s, but Conica easy-chair still has a clear contemporary twist. The interface between the backrest, the rails and the back legs gives the design a strong expression. The chair is constructed from components distinguished by their tapered silhouettes: this results in proportions that reinforce the masculine expression and emphasise the underlying language of design."

"The distinctive, star-like appearance of Conica table establishes a link between the three elements of tabletop, legs and floor. The proportions of the design provide stability and add to the impression of strength that the unconventional construction of this table conveys." /Hanne Kortegaard



### HANNE KORTEGAARD

The designer Hanne Kortegaard has recently graduated from the Danish Design School in Copenhagen. She is also passionate about interior design and interior decoration.

Hanne has previously worked as a visual merchandiser at ILLUM's department store in Copenhagen and has a keen eye for those all important details. In her capacity as manager for the Visual Merchandising unit at Bestseller, she has led workshops and training courses throughout Europe. Hanne has also worked on designs and plans for a number of exhibitions and trade fairs.

In 2009 Hanne took part in the Stockholm Furniture Fair's "Greenhouse" exhibition, where Skandiform was among the first to spot her obvious talents. Today she has her innovative streak and fresh, new ideas to thank for the many projects she is now working on. Conica, for Skandiform, is Hanne's first serial production.



## FACTS SKANDIFORM

Skandiform is one of Scandinavia's leading suppliers of furniture for offices and inspirational public spaces.

Our head office is in Vinslövs, Skåne, and we have showrooms in Stockholm, Gothenburg and Oslo as well.

Our customers come from Sweden and other European countries, Japan and the USA.

Read more in the material stored on the USB memory stick.

# skandiform

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