

JOHANSON

Press release 2024

Johanson – a genuine Swedish furniture company



For those of you who are not familiar with Johanson, the company has more than 60 years of experience in creating Swedish furniture featuring pure, simple and well-balanced design. Börje Johanson's original idea was to sew hearth cushions and in 1953 he started his company in Markaryd in southern Sweden. His sons Dan and Paul Johanson took over the business in 1992. With a very clear ambition to manufacture furniture for public interiors, they have invested a great deal of time, energy and resources into design, product development and marketing. This has produced impressive results, with the company now a well known name. Loyal customers can now be found in Europe, USA, the Middle East and Asia.

An important step in the company's development process was our decision to work with external designers. We are continually developing our wide selection of furniture in close and long-term collaboration with some of the foremost designers in Sweden and Europe.

Press contact

For more information, images or product loans, please contact Ulrika Görefält, who is Johanson's press contact. Email ulrika.gorefalt@plodder.se or phone +46 (0)708-27 05 53. All press releases and images are available to download at <https://johansondesign.com/downloads/press>

Johanson is deeply committed to its environmental and quality work. The company is certified according to ISO 14001 and they fulfil the requirements for certification by the Swedish Möbelfakta organisation. We comply with EU standards, in which the highest requirements for testing and durability for public environments are met.

Today, Johanson is an international company with 60 employees and a turnover of 270 MSEK. Our aim is to continue to expand while retaining our quality and delivery reliability standards as well as our involvement and service levels that characterize our commitment to our present customers.

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PLUS chair – a stackable environmental hero



Over the years there have been many successful partnerships between Alexander Lervik and Johanson. Now Alexander's other contributions to the range are about to be joined by PLUS chair. This stackable chair manufactured from recycled plastic is the realisation of a dream that Alexander has cherished for many years.

Alexander Lervik has been mindful of the climate crisis over a long period of time. For example, it is many years since he first became aware of how polluted the waters are around Manila, the capital of the Philippines, where his sister has been living for the past 35 years.

"As soon as I heard that Johanson had launched their first EU ecolabelled chair, I knew straightaway that I wanted to design something in the same material. And now, here it is! PLUS chair," says Alexander Lervik.

Throughout the entire development process the focus has been on finding manufacturing methods that minimise material use, not only in order to ensure an attractive price level, but more importantly to reduce climate impact. Stackability is always a key factor for the functionality of chairs used in public spaces. For that reason PLUS has been designed both to offer good seating comfort and to optimise the potential to

stack the chair when it is not in use.

The plus sign on the backrest is the symbol that identifies the chair and gives it its name. *"I wanted to give the chair a strong identity. When I was thinking how best to fix the backrest to the frame, it struck me that I could let the head of the screw that holds the back in place have the form of a graphic symbol. That's how PLUS was born. A chair designed to combine the highest possible environmental profile with a minimal cost. That's exactly the kind of product the market is looking for right now,"* Alexander explains.

Product information:

PLUS is launched with the seat/backrest in 11 different colours, while the frame can be lacquered in all RAL colour options. There are several different frames to choose from – with 4 legs, runners or a swivel pillar frame – all with or without armrests. The chair is also available with textile covers, and castors may be fitted to several models.

The 11 colours for the seat/backrest are: white, black, green, light grey, dark grey, beige, pink, burgundy, red, blue and yellow.

PLUS will be launched at the Stockholm Furniture Fair, which takes place from 6–9th February 2024.

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The Thread – experimental techniques for tactile design



Collaboration between Färg & Blanche and Johanson extends back many years and has already resulted in several series of chairs and sofas. The latest fruit of this partnership is now due to be unveiled during Design Week 2024. “The Thread” is the name given to a series of sofas where Färg & Blanche have experimented with a carpet overlock machine in order to create stand-out design features at the same time as they have pioneered new construction techniques.

“The Thread” is a series that was originally produced to mark the Swedish Presidency of the European Union in 2023. At the time it formed part of a Brussels-based installation that went under the name of The Yellow Thread. Now, following its introduction during Stockholm Design Week 2024, the concept is ready for its market launch. For this new version, however, the product has undergone significant further development to create flexible modular seating solutions for public spaces. Improvements have been made in terms of comfort, sizes and the components used for linking the individual modules to form armchairs, sofas and benches. Optional armrests are also available.

A perfect dialogue between material and colour

For the scenography and interior design elements of their exhibition in Brussels Färg & Blanche experimented with a carpet overlock machine. However, instead of using this in the conventional manner to

overlock the edge of a carpet, they stitched together multiple layers of felt or textiles to produce the three-dimensional shapes they wanted. This made it possible to create not only walls, but also lamps, podiums and furniture, where the overlock stitch served a double function, as both a constructional element and a design feature. As part of their pioneering development process Färg & Blanche tested this technique using the Hallingdal textile from Kvadrat, a manufacturer of contemporary textiles. The duo worked with the same yarn that is normally used to make the actual Hallingdal textile.

“It lends a tactility to the edges that is otherwise hard to achieve with traditional piping cord. This creates a perfect dialogue between material and colour, in other words the edging and the textile itself,” the two designers explain.

“The Thread” is launched with the series’ signature overlocked edging in a choice of 7 different colours of Hallingdal yarn. Each colour has been specially selected by Färg & Blanche to enable architects to create truly eye-catching combinations together with the entire collection of high-quality Hallingdal textiles.

“The Thread” is manufactured in Sweden by skilled craftsmen and women. The series will be launched at the Stockholm Furniture Fair, which takes place 6–9th February 2024.

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LINDY – Färg & Blanche's first table series for Johanson



Frankie, Norma, Parker and Charlie are just a few of the series that Färg & Blanche have designed for Johanson – all with a strong, individualistic expression, stand-out features and names that have a clear connection to music and the world of lindy hop. This year's new product is no exception. Say hello to LINDY, a series of tables in a variety of sizes and with a clear and characteristic identity.

"The name Lindy is a nod to the Lindy Hop, a dance that has provided inspiration for our earlier designs for Johanson. In Swedish, however, it also raises associations with a word that describes how different elements are interlinked. And that is exactly what the all-important design feature of LINDY does," says Emma Marga Blanche.

This discreet but distinctive feature is a little cast aluminium coupling that links the upper part of the frame to the legs. The elegantly constructed metal underframe is almost organic in its lines, and the coupling, which can be lacquered in a contrasting or matching colour, finished in textured lacquer or selected in anodised aluminium, adds that special extra something to the overall expression.

"The opportunities that Johanson Design offers through its choice of 400 RAL colours mean that it is simplicity itself to change the expression of LINDY. We're looking forward to seeing it in all sorts of different variations and configurations, first of all at the Furniture Fair in the kaleidoscope of colours chosen by Tekla," says Fredrik Färg.

Tekla Evelina Severin is a Swedish creative director, set designer, colourist and photographer, whose wide-ranging work and installations have earned her a well-deserved international reputation.

LINDY is available as a café table, a bar table, a dining table or a conference table in different heights and sizes, with a generous choice of tabletop options. "It's our guess that users will find any number of different ways to use LINDY in every environment from restaurants and hotels to schools, workplaces and domestic settings," say Färg & Blanche.

LINDY will be launched at the Stockholm Furniture Fair, which takes place from 6–9th February 2024.

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AVA – new modular sofa series by Böttcher & Kayser



AVA is the fruit of yet another collaboration with the Berlin-based design duo of Böttcher & Kayser. This is a partnership with Johanson that has now flourished over many years and resulted in the creation of such successful series as Bail, Shima, Milo, Plateau and others. This year sees the launch of AVA, a modular sofa series in which form and flexibility, comfort and convenience have all been given equal status.

The new AVA sofa series has been specially designed by Böttcher & Kayser to meet the ever-increasing demand for and interest in furnishings that lend a cosier, more domestic feel to public spaces. The key to success here lies in combining comfort and convenience with a high content of design – a specification that AVA meets in all respects. The appealing lines, soft yet supportive upholstery, modular seating units and loose back-cushions all play their part in ensuring that users perceive a high level design and experience a high degree of comfort.

The basis for the AVA series is a number of square and rectangular elements that make it possible to vary the size and shape of seating arrangements to meet differing needs in a variety of settings and spaces.

Thanks to the flexibility of the manufacturing process and the expertise of the Johanson team, AVA can be covered in most types of textiles to meet the wishes of architects and interior designers. This helps ensure that AVA is at home in both conventionally furnished public spaces and in environments where the mood is more relaxed.

AVA will be launched at the Stockholm Furniture Fair, which takes place from 6–9th February 2024.

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CHAMP stool and side table – key elements in interior decoration



Stools and side tables are small but significant interior decoration elements. Not only does their versatility create flexibility in terms of furnishing arrangements, but the colours they add can have a dramatic effect on the expression in a room. During Design Week 2024 one of the new additions we will be welcoming to our range is CHAMP, designed by Böttcher & Kayser.

The design duo of Böttcher & Kayser have previously designed several series and stand-alone products for Johanson, including the distinctive SHIMA product family. Thanks to their versatility such small furnishings fulfil an important function in furnishing solutions, helping to create dynamic environments, whether they are grouped together or used as solitaires and centre-pieces.

The CHAMP concept comprises a padded stool and a small matching table. The two pieces take their inspiration from the same design idea – ideal companions that together form the perfect pair. Both incorporate a metal ring that provides a natural grip, which makes the stool and the table easy to move. Also, thanks to the generous choice of colours offered by Johanson, this metal ring serves as a design feature that can be ordered in either a contrasting colour or a matching shade.

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Place CHAMP as an individual focus of attention or grouped like mushrooms in the forest – some standing proud on their own, others gathered together in a cosy huddle.

“The Swedish forest is something we have grown up with and learned to love. It has been a source of inspiration since childhood – first as a place that sparked ideas for fun and games: today as a catalyst for the work we do. In fact, it was while we were picking mushrooms in the forest that the idea for CHAMP was born,” say Böttcher & Kayser.

CHAMP is manufactured by Johanson, where assembly and upholstery work are in the capable hands of skilled craftsmen and women. Johanson offers almost limitless flexibility in terms of the colours and textiles you can choose. Create colourful environments with stark contrasts, or choose subtler shades for more sober settings. Thanks to Johanson's on-site manufacturing the opportunities are almost endless.

CHAMP will be launched at the Stockholm Furniture Fair, which takes place from 6–9th February 2024.

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OPUS- low-key and at the same time self-evident



In 2022, the Milo series was launched, which with its appealing and flexible shape was well received by the market. Now Milo is being expanded through Böttcher & Kaysers new model - OPUS. A stylish and comfortable chair available with a high or low back and the option to choose with or without armrests. The design is characterized by a flowing and clear line, defined soft contours, a seat shell with an iconic shape and a well-coordinated back curve that gives the furniture a clear and modern character.

Through OPUS, Johanson's range is further broadened. A model that is slightly more compact than Milo and with a narrower backrest, OPUS is a perfect model around the meeting table. Choose between four different bases and enable flexible furnishing. The upholstery gives a soft feeling with the clear indentations that become a nice detail. Johanson's flexible production opens a wide range of textile options. Create personal environments with a model that is both comfortable and appealing.

Thanks to the flexibility of the manufacturing process and the expertise of the Johanson team, OPUS can be covered in most types of textiles and rich possibility to color the metal base with all RAL colours to meet the wishes of architects and interior designers. This helps ensure that OPUS is at home in both conventionally furnished public spaces and in environments where the mood is more relaxed.

OPUS will be launched at the Stockholm Furniture Fair, which takes place from 6–9th February 2024.

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