

JOHANSON

Press release 2022

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.

Johanson is deeply committed to its environmental and quality work. The company is certified according to ISO 14001, our products carry the Nordic Ecolabel 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 170 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.

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 <http://johansondesign.com/news-press>

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CHARLIE – adapts to different settings



The close collaboration between Johanson and Färg & Blanche continues to produce results. This spring, for instance, marks a new stage in the development of the Parker concept, this time in the form of a modular sofa with the name Charlie.

“The idea for CHARLIE stems from the Parker Stool that we designed for Johanson some years ago. We were working on sketches for new modular sofa concepts when we realised that Parker stool had already laid the foundations for a whole new series of seating furniture. It was as simple as that!” say Färg & Blanche, when describing what led them to embark on this expansion of the series. After some experimentation with the “waist” ring that is the hallmark of the PARKER design, the new sofa was ready with an appearance to match that of the popular stool.

The ambition with CHARLIE has been to make it possible to create various configurations to suit different requirements. The current solution combines versatility and flexibility to ensure CHARLIE is at home in all sorts of settings while still retaining its own unique character.

“We can see it in use in many different settings. Choosing the metal ring in a colour to match the textile covers creates a discreetly elegant look. Alternatively, contrasting colours in the upholstery of the modular seating and the ring produce a distinctively eye-catching focus in the room,” say Färg & Blanche.

CHARLIE is manufactured in Markaryd, Sweden. The metal frame is available in a wide choice of colours and finishes. Thanks to Johanson’s talented upholsterers, there is hardly any limit to the choice and variation of the textile covers.

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MISSISSIPPI – a modular system in symbiosis



MISSISSIPPI makes it simple to create seating areas in public spaces that offer seclusion but also invite contact and communication. This flexible, versatile modular system adapts easily to create comfort and convenience in all sorts of settings.

With his design for MISSISSIPPI Johan Lindstén has introduced an ingenious new modular seating system to the market, with small tables and other flat surfaces that can be integrated into the seating configuration. The series adapts to the space available and can be placed either against a wall or in the middle of the room to provide access from both sides. It is also possible to integrate planters into the set-up to enliven areas with green accents.

“MISSISSIPPI is a sophisticated, adaptable modular system that stands for versatility in symbiosis with change. MISSISSIPPI is unequalled in its ability to provide the optimal furnishing solution based on the potential of a room and the specific requirements for the space.

The iconic aesthetic design ensures it looks at home in virtually every setting, providing easy access for multiple users while also offering a place for both conversation and contemplation,” says Johan Lindstén.

MISSISSIPPI is the key to creating flexible seating solutions that combine eye appeal with a high level of comfort in public spaces. Contrast eye-catching colours or choose subtler shades for a more tranquil setting. The design’s iconic elegance enables you to use MISSISSIPPI to create appealing settings for both seclusion and conversation.

MISSISSIPPI is manufactured by Johanson in Markaryd, Sweden, where assembly and upholstery work are in the capable hands of skilled craftsmen and women. Make full use of the opportunity that exists to adapt this product to different settings. There is hardly any limit to the colour you can choose for the metal frame, or the variation in textile covers. Thanks to Johanson’s on-site manufacturing the opportunities are almost endless.

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ASTON – an ergonomic lightweight that flirts with the past



Johanson has enjoyed many years of close collaboration with Johan Lindstén. Now we are proud to add ASTON to the many other products in the Johanson range that already bear his name.

ASTON is a slender stackable chair. Thanks to the understated elegance of its sleek lines, it can reflect different personalities through the choice fabric and colour of metal frame. The slender silhouette gives ASTON its lightness, while minor details such as the fastenings that connect the legs and back are hidden in the construction. Some inspiration for ASTON has been borrowed from the classic Thonet café chair, whose design remains as practical and appealing today as it has always been. ASTON is the very epitome of design that seeks to minimise the number of components and use techniques such as 3D bending without compromising appearance or comfort in any way.

“ASTON is a lightweight construction with fantastic ergonomic properties and an innovative design that flirts with bygone times and styles. The 3D curve of the leg frame provides a natural ‘handle’ in the back, which makes the chair easy to move in public spaces. And there is flexibility, too, in the different finishes and alternatives,” says Johan Lindstén.

ASTON is manufactured by Johanson in Markaryd, Sweden, where assembly and upholstery work are in the capable hands of skilled craftsmen and women. There is almost limitless flexibility in terms of the colours you can choose for the metal frame or the upholstered seat and back. 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.

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SUGAR – a future classic



Photographer: Emil Fagander



For the fifth consecutive year Johanson has worked with students at Beckmans College of Design to create a new item of furniture. Over the years these projects have proved to be an instructive and truly stimulating way of working that gives both partners valuable insights into one another's worlds. This year Johanson has pleasure in presenting the result in the form of SUGAR, a chair designed by Rebecca Wiik and Emil Ahlgren.

The name SUGAR is a reference to the distinctive padded elements in the seat and backrest, which are similar in form to sugar cubes. Over the years projects have varied greatly in scope and style, from giving students totally free hands to specific assignments with a clear brief and stricter limitations. Two explicit demands were made with regard to the project that Rebecca and Emil were commissioned to work on. The first was to explore how to make the best possible use of materials left over after the production of other items of furniture. The second was to give prominence to the upholstered characteristics of the finished result by making these a focus of attention.

If possible, however, there was also another wish to be taken into consideration – to base the design around a frame made of plywood. We are delighted to announce that Emil and Rebecca have satisfied all three of these requirements. Consequently we are pleased to present SUGAR – the result of a fifth year of successful collaboration between Johanson and Beckmans.

SUGAR is a lounge chair built around a plywood frame of elegant simplicity that can be finished to produce the desired expression and colour. Great attention has been paid to the upholstery, which opens up opportunities for re-using small textile patterns left over from other production. After a challenging but rewarding process it has been possible to arrive at a solution for how all the separate “sugar cubes” are to be incorporated into the upholstery. The aim was to find a solution that enabled the result to be viewed from as many angles as possible. The answer was to create a small cavity in each “sugar cube”, so the upholstery could be secured in place around the supporting slats to create an attractive and durable construction.



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Despite its compact size SUGAR is big on personality. It serves as an obvious focal point in any room. The lines, simple yet appealing, have already secured SUGAR's place as a firm favourite in the hearts of many of us here at Johanson. The question is: Might this be a future classic that has now seen the light of day?

By way of a conclusion to this year's project we asked Rebecca and Emil three questions.

What has been the most instructive part of the whole process for you?

Our formal studies have not provided us with any really good opportunities to truly get to grips with the process of designing seating furniture. It was an interesting challenge to try to find solutions for constructing the chair and linking the different components. At the same time we learnt a lot about what it takes to create an ergonomic chair. It has also proved to be highly instructive to work with an actual manufacturer. It has given us an insight into how things function in everyday working life.

What has been the most difficult part of the process?

It's a much more complex process to create a product outside the safe haven of the educational environment. In the real world you suddenly find yourself dependent on many different partners and you have to find new solutions using only the production methods that are actually available to you.

If you were to add further products to the SUGAR family, what might these be?

It would be interesting to explore in greater detail how to utilise the possibilities for re-using materials that would otherwise simply go to waste. Why not take sustainability a step further by applying the same criteria to the frame and creating something more like a knock-down/knock-up chair? In addition to this, you could use the modular cube system to create a stool that has a smaller number of cubes, or a complete sofa with many more cubes.

SUGAR is manufactured by Johanson in Markaryd, Sweden, where assembly and upholstery work are in the capable hands of skilled craftsmen and women. Thanks to Johanson's on-site manufacturing there is almost limitless flexibility in terms of the colours and fabrics you can choose.

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