

JOHANSON

Press release Autumn 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.

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 210 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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MILO – an inviting armchair where the focus is on comfort



Johanson is proud to present the result of yet another fruitful collaboration with the German design studio of Böttcher & Kayser. Following in the footsteps of series such as BAIL and SHIMA, which have proved to be highly successful and have become a popular choice among architects and interior designers, we can look forward to welcoming a new series in the autumn, to be launched under the name of MILO.

With its welcoming embrace and fluid lines MILO is a timeless armchair and footstool with a personality that's sure to make it a discreet focus of attention in any room. The armchair comes in three models with a matching footstool. The design is characterised by clear, flowing lines, soft yet well-defined contours, a seat shell with an iconic form and a well-coordinated backrest that all combine to give the chair a distinctive identity that is very much at home in today's design landscape.

"MILO can adopt a range of different personalities and adapts easily to a wide variety of settings, purposes and conditions.

It is ideal both as a solitaire for relaxation and reflection, and grouped to provide a setting for effective communication in open-plan offices, hotel lobbies or lounges," say Böttcher & Kayser.

During the manufacturing process considerable emphasis was placed on constructing an item of furniture with the potential to be simply re-used by easily replacing the covers if they become tired and worn. The padding on the outside of the arms is held firmly in place, but the inside is more loosely upholstered to accentuate the soft, welcoming qualities that invite users to linger a little longer.

MILO is carefully crafted by skilled hands. Colours, covers and upholstery fabric can be individually combined to create a truly personal armchair. Take full advantage of Johanson's hugely generous choice of colours, consisting of 400 variations of surface finish. Choose from solid colours, textured finishes, mother of pearl or chrome to create exactly the expression you are seeking. All variants of MILO armchair are available with a star base, four legs or runners, and the footstool is available with four legs or runners.

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DICE – stool or table? The choice is yours.



New ideas from the acclaimed Berlin-based designer duo Böttcher & Kayser have become something of a recurring theme in the Johanson Design range. This autumn's additions include the ingenious, multifunctional DICE.

DICE is a hybrid concept that combines two essential furnishing functions – stool and table – in a single, practical, light-hearted piece of furniture. The cube shape with its rounded corners gives this product a relaxed, laid-back character that makes it easy to take full advantage of its multifunctional flexibility. With one padded side and a flat surface of weight-saving perforated metal, DICE is both a stool and a table. All you need to do to alternate between the two different functions is simply to roll DICE over – time and time again to serve the desired function. Can there be a more ingeniously versatile and practical solution?

“We envisage DICE will be used in large or small constellations – as stools with their respective tables – in the education sector, in libraries and schools, cafés and public lounges, but also in areas for mingling in large office premises. DICE is always ready to serve users in just the way they choose,” say Böttcher & Kayser.

DICE 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 your choice in terms of textile covers.

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