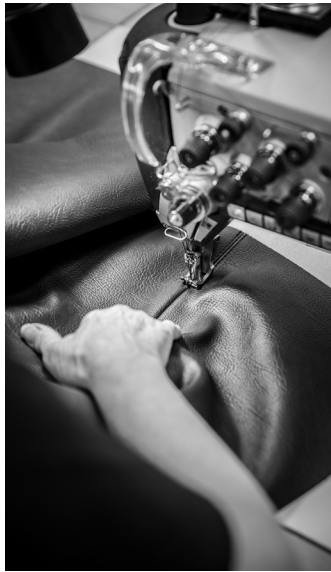


JOHANSON

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 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.

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

Press release 2022

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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JOHANSON

Press release 2022

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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JOHANSON

Press release 2022

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 spring'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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JOHANSON

Press release 2022

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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JOHANSON

Press release 2022

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.

Press contact

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