

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 12 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 12 colours for the seat/backrest are: white, black, green, light grey, dark grey, beige, pink, burgundy, red, blue, yellow and Hyacinth Blue.

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Plus BS



Plus Table



The PLUS Series, an Eco-Friendly Stackable, Expands



After the successful launch of the PLUS chair at the Stockholm Furniture Fair earlier this year the series already has a follow-up. The stackable chair made from recycled plastic is now also available as a bar stool, along with an accompanying table series.

The goal of designing a truly comfortable bar stool with a clear design concept combined with high environmental standards is achieved with the launch of the PLUS bar stool, designed by Alexander Lervik. The bar stool is based on the developed seat shell, which not only creates a sustainable and comfortable bar stool but also allows it to be stacked.

“My goal was to design a truly comfortable bar stool that, despite its slightly larger backrest, feels airy in its expression. This model also has a low carbon footprint. A flight from Copenhagen to Sydney generates 4000 kg of CO² per passenger. The same amount of CO²e could be used to manufacture 1000 PLUS chairs,” says Alexander.

New to the PLUS series is that it can now also be obtained with both an upholstered seat and backrest. This applies to both chair models.

During 3daysofdesign, a table series is also launched that incorporates the PLUS sign in the base's four arms and its rounded corners.

“I wanted to create a minimalist design without compromising on expression, and I started from the solutions that the metal producer explained as the simplest and most efficient from a manufacturing perspective. The PLUS sign is in the base's four arms when you see it from above, where the meeting with the floor has the rounded corners of the PLUS sign that are found in the chair's PLUS sign. The table's base is also the foundation for the chair's central pillar base,” continues Alexander.

Throughout the development process of the PLUS series, the focus has continued to be on finding manufacturing methods that minimize material usage to achieve an attractive price level but primarily to reduce the climate footprint.

Product information:

PLUS is launched with the seat/backrest in 12 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 12 colours for the seat/backrest are: white, black, green, light grey, dark grey, beige, pink, burgundy, red, blue, yellow and Hyacinth Blue.

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Press release 2024

SKETCH – 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. “Sketch” 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.

“Sketch” 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 togeth-

er 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.

“Sketch” 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.

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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.

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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.

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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.

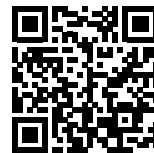
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Place CHAMP as an individual focus of attention or grouped like mushrooms in the forest – some standing proud on their own, others gathered together in a cosy huddle.

“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.



Press release 2024

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.

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Circuit – like an infinite natural cycle



Johan Lindstén has designed a number of sound absorbers for Decibel. Now his previous designs for Loop, Pebble, Chesterfield and others are joined by a new addition for 2024 in the form of CIRCUIT.

As the name suggests, CIRCUIT in all its many versions is an endless continuity that is limitless in terms of configurations and combinations. In the words of designer Johan Lindstén himself the various elements are “designed to create a cyclical form, a natural cycle, an infinite continuum.”

The only limits to creativity are those set by your own imagination. Create a discreet and sober look that complements the overall expression in a room by melting seamlessly into the setting. Or why not open eyes and minds with a cavalcade of CIRCUIT sound absorbers that shout out their presence in the dramatic contrasts of a dynamic colour palette? Both options are equally simple to achieve.

CIRCUIT is the obvious choice when the requirements are equally high for both sound absorption performance and sophisticated design. The model meets requirements in many different contexts, and thanks to a generous selection of textiles and the wide choice of colour options available for the metal components, CIRCUIT adapts readily to the setting in which it is used.

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NOTE – fascinating visual effects



NOTE is a new sound absorber – a wall panel that can be arranged in symmetrical or irregular configurations to create different relief structures that produce fascinating visual effects. Inspired by the way the edges and corners of a sheet of paper can sometimes become accidentally folded or crumpled, Böttcher & Kayser have played on this idea to create a design that produces subtle three-dimensional representations of this effect.

NOTE is available in a wide choice of patterns, combinations and design alternatives to give users plenty of freedom to create and vary as they wish. NOTE is constructed in accordance with the standard Decibel solution and incorporates Ecophon Inside, the outstanding acoustic properties of which have been confirmed by its performance in sound absorption tests.

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HERTZ WHITEBOARD – Meetings Demand Focus!



At Decibel, we are constantly striving for smart solutions that contribute to a calm environment. Our popular Hertz series is available in countless variations for walls, ceilings, and floors. Now, we are launching the Hertz integrated Whiteboard – an optimal solution for your large or smaller meeting rooms. Or why not for your office environment?

Our developers have come up with a solution that integrates a writing board on the surface of the sound absorber. The result is a sleek and practical product – all in one: sound absorption and whiteboard.

A simple metal frame beautifully surrounds the writing surface, allowing you to write without accidentally going off the board. The metal frame is available in a full range of 400 RAL colors, thanks to our unique Multicolour system. The whiteboard itself is magnetic and comes in five different shades. Plus, you can choose from over 200 fabric options.

Advantages for you as a customer:

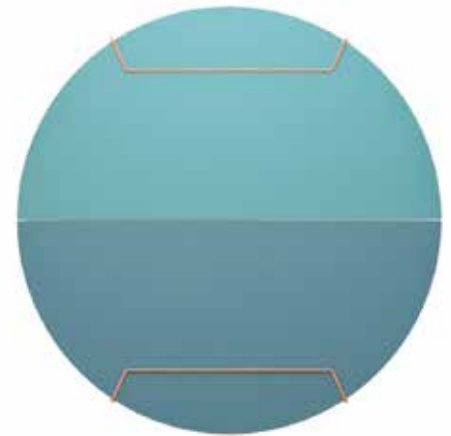
- Lightweight and smooth construction
- Easy to mount on the wall
- Attractive pricing
- Magnetic writing surface in 5 colors
- Protective edge and pen holder that can be acquired in our Multicolour system – 400 RAL colors
- Integrated sound absorber and whiteboard
- Ecophone Inside for optimal sound acoustics
- Sound tested according to standards
- Sustainable, selected materials
- Reusable

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CLAMP GRANDE - Enhance Your Workspace with Style and Functionality!



Ø -120/180 cm

In today's modern and future-oriented work environments, communicative and agile collaboration is crucial. In open and spacious "New Work" settings, it is important to have well-thought-out acoustic solutions to create a productive atmosphere. Many employees experience disruptive noise levels during video meetings and phone calls, leading to decreased concentration and increased stress.

This is where Clamp comes into play! Our universal solution for optimizing room acoustics offers a variety of shapes, sizes, and placement options, allowing us to tackle every acoustic challenge. Choose between round and rectangular formats, including our new circular model with an impressive diameter of 120 or 180 cm – the perfect combination of acoustic efficiency and sleek design.

Clamp is not only functional but also aesthetically pleasing! With 400 different RAL colors for the mounting brackets, you can create almost unlimited design possibilities. Whether you want a tone-on-tone solution, a contrasting eye-catcher, or a discreet black finish, we have something for every style. Arrange various-sized circular elements as dynamic

circles on the wall or create strict rows and grids – the possibilities are endless. Additionally, Clamp is also available as a whiteboard! Our writable and magnetic surfaces, made from high-quality glass laminate, are easy to clean, making smudged surfaces and lingering text a thing of the past. Choose from five colors for the writing surfaces and combine them with clamps in 400 RAL colors for a playful and creative workspace.

With Clamp, designers and users gain access to a versatile modular system that elevates every project aesthetically. Let Clamp bring your design ideas to life and create an inspiring workspace that fosters creativity and collaboration.

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