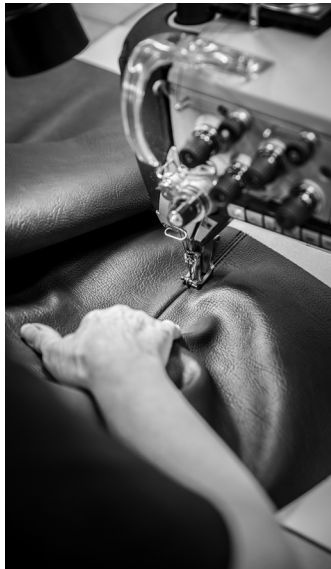


JOHANSON

Press release April 2025

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 80 employees and a turnover of 250 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.

JOHANSON

Press release April 2025

Johanson Design expands the SKETCH series – a continued collaboration with Färg & Blanche



During Salone del Mobile in Milan, Johanson Design presents the latest addition to its acclaimed SKETCH series. With the same expressive whipstitching and sketch-like form that characterize the series, a new functional and sculptural element is now added to the collection.

Following the launch of the SKETCH pendant lamp in collaboration with NOON earlier this year, Johanson Design now introduces another piece in the beloved and widely recognized series designed by Färg & Blanche. The new bench is designed to work equally well in public spaces and private interiors – a piece that invites both rest and visual engagement.

Like the previous pieces in the series, the bench is based on Färg & Blanche's vision of merging artistic concepts with functional objects. The signature whipstitched edge, running along the contour like a drawn line, gives the bench a strong graphic identity and reinforces the coherence of the series.

“We wanted to create a bench that feels both playful and sophisticated – a piece that can stand alone yet harmonize with the other products in the SKETCH family,” say Färg & Blanche.

The SKETCH series began with a sofa developed in collaboration between Johanson Design and Färg & Blanche and has since expanded to include several product categories – most recently, the pendant lamp created with NOON. The bench further strengthens the identity of the series while opening new ways of using and placing design objects in spatial contexts.

Visit Johanson Design at Salone del Mobile in Milan and experience the latest addition to the SKETCH series.

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JOHANSON

Press release April 2025

Grace and Garbo – Icons of Their Time Become Tomorrow’s Design Classics



Johanson Design and Alexander Lervik are proud to present a chair and an armchair inspired by the iconic design periods of the 20th century and developed using AI in the initial creative process – a combination of history and innovation set to debut at the Stockholm Furniture Fair.

Johanson Design and Alexander Lervik continue their successful collaboration with the launch of two new models – the Garbo armchair and the Grace chair – making their first appearance at the Stockholm Furniture Fair. Grace and Garbo draw inspiration from the iconic design eras of Art Deco and Bauhaus, providing the furniture with a historical foundation while adapting them to contemporary settings.

A Creative Process with AI

The launch of Grace and Garbo also highlights an innovative design process. Starting with hand-drawn sketches, Alexander Lervik used AI for the first time to create 3D models based on his ideas. These models were then manually refined to achieve the perfect balance between form and function.

“This project has truly demonstrated how new technology can complement the design process and create unique expressions. The AI method allowed me to explore shapes and details that might not have emerged otherwise. The Grace chair posed

a technical challenge with its advanced frame and flowing backrest, while the Garbo armchair, with its fan-shaped back, offers a generous and inviting comfort that feels both modern and timeless,” says Alexander Lervik.

Historical Inspiration and Timeless Names

The design of Grace and Garbo has been influenced by the cultural and aesthetic styles of the early 20th century. The names of the furniture pieces also stem from this era, inspired by two iconic film stars, Greta Garbo and Grace Kelly.

The names were chosen when Lervik prepared his presentation for Johanson, drawing inspiration from a classic stage performance from the same era. Garbo and Kelly remain symbols of timeless elegance and character – qualities reflected in the design of the furniture.

“I see Grace and Garbo as the beginning of something bigger. There are exciting possibilities to further develop the series – for example, with bar stools and other complementary pieces. The shapes and expressions of these pieces invite further variations, but where it leads remains to be seen,” says Alexander Lervik.

Grace and Garbo will be showcased at Johanson’s booth during the Stockholm Furniture Fair 2025.

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JOHANSON

Press release April 2025

ASTON – An ergonomic lightweight with a nod to the past, now available as an Easy Chair



The collaboration between Johan Lindstén and Johanson continues to bear fruit, as the popular ASTON series expands with the much-anticipated Easy Chair. This new addition transforms the lightweight and clean design language of the original ASTON chair into a comfortable seating solution suitable for both public and private spaces.

Like its stackable counterpart, the ASTON Easy Chair is an ergonomic lightweight designed to adapt seamlessly to various styles depending on the choice of colors and fabrics. Its softly curved backrest and elegant frame, crafted using advanced 3D bending techniques, give the chair its characteristic profile and make it easy to move. The hidden fixings contribute to its clean and seamless aesthetic.

Inspired by the classic Thonet chairs yet with a clear modern twist, the ASTON series is a testament to how tradition and innovation can work in harmony. The Easy Chair adds another layer of comfort and versatility to the series, making it ideal for settings where relaxed conversations and longer seating moments take center stage.

“With the ASTON series, we aimed to create furniture that is both functional and aesthetically pleasing. The Easy Chair version reinforces this ambition by offering a piece that combines lightness, comfort, and a distinct design identity,” says Johan Lindstén.

ASTON is manufactured by Johanson in Markaryd, where both upholstery and construction are carried out by skilled craftsmen. The high level of customization available – from metal frame colors to fabric choices – allows the chair to be tailored to various environments and needs, from playful and vibrant office landscapes to understated and elegant lounges.

With the addition of the Easy Chair, the ASTON series continues to evolve, solidifying its position as a versatile choice for design-conscious interior designers and end-users seeking both function and style.

Aston Easy Chair will be launched during the Stockholm Furniture Fair, February 4-8, 2025, at booth C02:11.

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Press release April 2025

AVA – Now Offering Even More Possibilities



In conjunction with the Stockholm Furniture Fair, Johanson Design proudly presents a new addition to the AVA series: a sofa with armrests, measuring 124 cm in length, along with matching tables in two new formats. These updates provide even greater variety and flexibility in how the system can be arranged and utilized.

The new armrest element enhances the lounge character of the AVA series, adding both elegance and a sense of generosity to the sofa. The new tables can be used as standalone pieces, connecting elements, or intermediary modules, offering additional functionality. The tabletops are available in a range of surface finishes and materials, allowing for countless design possibilities.

“As the designers of AVA, we see tremendous potential in further developing the sofa system. We are continually working on new ideas and look forward to presenting more exciting updates in the future,” say Böttcher & Kayser.

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JOHANSON

Press release April 2025

MILO – A new chapter in the series



At the Stockholm Furniture Fair, Johanson Design introduces a new addition to the popular MILO series – a deeper variant of the armchair without armrests. This new addition enhances the series with a relaxed feel and strengthens its versatility by creating a harmonious and balanced overall expression.

With its embracing and soft form, MILO is a timeless family of armchairs that includes a matching stool. The series serves as a subtle and stylish focal point in any room. Designed by the German duo Böttcher & Kayser, MILO is characterized by its flowing lines and soft contours, which together create a modern and iconic character.

The latest addition, a model without armrests and with a slightly deeper backrest, adds a new dimension of comfort and flexibility. The armchair invites you to a relaxing seating experience and is perfectly suited for both public and private spaces, where comfort and aesthetics are key.

“MILO can be styled in a variety of ways and adapted to different spaces and uses. It can serve as a piece

for relaxation and reflection – or as a communicative seating group in open office spaces, hotel lobbies, or lounges,” say Böttcher & Kayser.

One of the most unique aspects of the MILO series is its thoughtful design for reuse. During the development phase, great emphasis was placed on creating a piece of furniture that could easily be renewed. The upholstery is replaceable, making it simple to repair wear or refresh the piece with new fabrics to update its look. This sustainability concept gives the MILO series a long lifespan and minimizes its environmental impact.

“MILO is crafted by skilled artisans, and both the upholstery and the choice of textiles and colors can be customized to create a personal piece of furniture,” explain Böttcher & Kayser.

The MILO series offers both comfort and sustainability, and the new armless addition further strengthens its position as a flexible and timeless choice for modern environments.

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