JOHANSON

Press release October 2026

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 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.

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 October 2026

Savanna returns - a Johanson classic for a new era

Fifty years after Savanna was first introduced, one of Johanson Design's significant furniture pieces from the 1970s is making a comeback. The classic is now being reintroduced in an updated version - with the same distinctive character, adapted for today's interiors.

Savanna was originally developed as an additional lounge chair for the living room and went on to become one of Johanson's most important products during the 1970s and 1980s. It was available in several versions, with frames in both wood and steel and seats in leather or hemp fabric. Production continued until 2002.

Savanna's return is no coincidence. An original example has remained at Johanson for many years and has attracted growing attention from visitors. The comments became increasingly frequent and increasingly clear: "this should be brought back." There has also been demand for the model from the market.

"Savanna is a model that has always remained close to us. We have had an example here at Johanson, and over the years more and more visitors have said the same thing: you should bring this back. Eventually, it became difficult to ignore. The shape still has a natural presence and a character that feels relevant today, in both private and public interiors," say Dan and Paul Johanson.

The result is a new version that preserves Savanna's original identity while refining its expression for a contemporary context.

From living room to lobby

When Savanna was developed in the 1970s, the home was its natural setting. Today, its field of use is broader. Johanson sees the lounge chair as equally at home in a living room, lobby, lounge or other public setting.

This is also what makes the relaunch particularly interesting. Savanna clearly carries its origins with it, without feeling retrospective. Its proportions, materials and construction give the piece a distinct character that works in both private and public contexts.

The new Savanna comes with a steel frame in a lacquered or chrome finish and can be upholstered in leather or textile. The combinations make it possible to emphasise different aspects of the chair's expression, from more elegant and restrained to softer and more tactile.

Fifty years after its first introduction, Johanson Design is bringing part of its own history back into focus with Savanna's return, while giving the piece an opportun ity to meet an entirely new generation of users.

Savanna will be presented at Orgatec 2026.

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 October 2026

Porto - a new furniture family inspired by the harbour

When Johanson Design presents its autumn launches at Orgatec, Porto will make its debut: a new seating series designed by the Berlin-based design duo Böttcher & Kayser. The series initially consists of a round pouf and an elongated bench - two simple, relaxed pieces created to be positioned freely, individually or together in larger groupings.

The inspiration for Porto comes from a familiar feature of harbours around the world - the bollards used to moor boats and ships. Their robust, rounded form has been translated into a softer furniture expression that feels both natural and familiar.

The result is a series with an apparently simple design language, yet one in which proportions and geometry play a major role in how the pieces work within a space. The round pouf and the softly rounded ends of the bench allow the pieces to be combined from several directions and extended in different ways.

“We wanted to create a piece of furniture that feels intuitive to place. Thanks to the rounded forms, there is really no wrong way to position the pieces in relation to one another. They work just as well individually as in groups and can be adapted to the space and to how people move through it,” say Böttcher & Kayser.

For open and changing environments
Porto is intended for environments where the furniture layout needs to remain flexible. A single pouf can create a spontaneous seat, while several pieces together can form larger, more informal seating landscapes. This makes the series particularly well suited to lounges, lobbies, meeting areas and other open environments where seating needs may change and the furniture needs to work in different contexts.

The construction features a softly upholstered seat on top of a stable base in powder-coated sheet steel. The combination gives Porto its characteristic meeting of soft and hard, while the steel base also serves a practical function. Dirt and marks from shoes can easily be wiped from the lower part of the furniture.

Colour and materials for different projects
An important part of Johanson Design’s offering is the possibility to adapt furniture to different projects. Through the choice of colour and textile, Porto can take on different expressions and be tailored to a wide range of environments. For Porto, this means that the simple form can acquire entirely different characters depending on the selected colour and textile - from understated, cohesive settings to more expressive, high-contrast solutions.

A continuing collaboration with Böttcher & Kayser
Porto is the latest result of a long-standing collaboration between Johanson Design and Böttcher & Kayser. The Berlin-based studio has previously designed several series for Johanson and in recent years has become a recurring part of the company’s design portfolio.

Porto will be launched by Johanson De sign at Orgatec 2026

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 October 2026

AVA expands - more possibilities indoors and a new version for outdoor use

Johanson Design continues to develop the modular AVA sofa series, designed by Böttcher & Kayser. At Orgatec, several new elements will be presented, expanding the possibilities for creating flexible and functional environments - while AVA Outdoor is introduced for terraces, courtyards and other outdoor settings.

AVA was developed for shared environments where comfort, flexibility and a welcoming feel need to work side by side. The series is characterised by balanced proportions, clean lines and soft yet supportive upholstery, making it well suited to offices, lounges, hotels and other settings where people meet, work or spend extended periods of time.

More privacy and more ways to configure
One of the new additions is a range of screens that attach to AVA's sofa modules. They build on the sofa modules and create greater privacy, making it possible to shape more enclosed seating settings for conversations, meetings or focused work.

The series is also complemented by a new armrest module that can be positioned at the outer edge of the sofa or between two modules. This makes it easier to create both open and more defined seating environments.

AVA will also be joined by planter modules in two sizes, fully upholstered in textile. They can be integrated into sofa groupings to add greenery, variation and a more informal character, while also helping to define different zones within a space.

New add-on tables also make the system more useful in everyday settings. The tables attach directly to the sofa modules and can be positioned between two modules or at the outer edge, depending on how the seating environment is configured. They provide a practical surface for a laptop, phone, coffee or other small items.

"With the new elements, AVA offers even greater freedom. The series can be configured in a more open or more enclosed way and adapted to different types of environments and needs," say Böttcher & Kayser.

AVA Outdoor - the same design language, developed for outdoor use
AVA Outdoor will also be presented at Orgatec, a new version of the series developed specifically for outdoor environments such as terraces, courtyards and other open-air spaces. AVA Outdoor is designed for life outdoors, with a construction tailored for easy care and quick drying after rain and moisture. In this way, AVA Outdoor brings the series' soft expression and generous comfort into outdoor environments, in a construction adapted to the demands of outdoor use.

The new additions to AVA and AVA Outdoor will be launched by Johanson Design at Orgatec 2026.

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 October 2026

The Pelican series expands with Bowl, Pocket and Bistro Design: Johan Lindstén

Johanson continues to develop the Pelican series with three new models: Pelican Bowl, Pelican Pocket and Pelican Bistro. All three build on Johan Lindstén's original design and the series' distinctive design language, while introducing new functions, seating experiences and areas of use – from indoor environments to outdoor cafés and terraces.

The Pelican series has a strong visual identity, with its characteristic silhouette and graphic lines giving the chair an expression that is both distinctive and instantly recognisable. With Pelican Bowl, Pelican Pocket and Pelican Bistro, the series takes the next step. The new models build on the same core idea, while each contributes something new: more generous, embracing seating comfort in Bowl, a light and pared-back bar stool in Pocket, and an airy, stackable outdoor chair in Bistro. Together, they broaden the series without losing its original character.

Pelican Bowl features a moulded seat with armrests that builds on the original chair's distinctive lines and design language. The armrests add comfort without compromising the clean, graphic silhouette. The result is a more embracing version of Pelican, retaining the same strong character while offering a softer and more generous seating experience. Pelican Bowl is well suited to environments where the chair can take its place both as functional seating and as part of the architectural expression of the room. Pelican Bowl is available with a plastic seat or fully upholstered.

Pelican Pocket is a low-back bar stool and a further development of Johan Lindstén's original design. Here, the characteristic silhouette gains a new functional dimension adapted to higher seating environments. With its pared-back expression and low backrest, Pelican Pocket retains the series' clear design language while introducing a sense of lightness that makes it a natural fit at bar tables, kitchen islands, meeting areas and social settings where the furniture needs to feel both open and cohesive. Pelican Pocket is available with a plastic seat or fully upholstered.

Pelican Bistro – a new version for outdoor settings
The new outdoor version, Pelican Bistro, builds on Pelican's lines and characteristic silhouette but has been adapted to meet the requirements of both public and private outdoor environments. Its airy metal construction gives the chair a light, graphic expression in which form and function work together. The open design provides a robust structure while allowing the chair to feel slender and inviting.

"The idea of developing Pelican into a chair that also works outdoors grew out of the need for a piece of furniture that combines lightness, durability and a clear design language," says Johan Lindstén.

The choice of materials makes Pelican Bistro resistant to the elements, easy to maintain and simple to place in settings ranging from outdoor cafés and terraces to courtyards and private patios. The chair has been developed with the same attention to comfort and usability as the original. The result is a stackable, durable model designed to stand the test of time, both aesthetically and functionally – outdoors as well as indoors.

Colour and flexibility
For Pelican Bowl and Pelican Pocket, the moulded seat is available in 14 standard colours, while the metal frame can be specified in any RAL colour. This gives both models a high degree of flexibility in projects where colour, expression and overall coherence play an important role.

With Pelican Bowl, Pelican Pocket and Pelican Bistro, Johanson demonstrates how a strong original idea can continue to evolve while retaining its integrity. Together, the three models deepen the series' expression and functionality and open up more areas of use – from public and private interiors to outdoor environments.

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 October 2026

Lyon by Färg & Blanche – a chair with soft lines and a clear structure

Lyon is a new chair by Färg & Blanche for Johanson, bringing together metal, an upholstered seat and backrest in a soft, organic expression. The chair builds on a twelve-year collaboration between the designers and Johanson, combining a clearly defined construction with a distinctive, lively design language.

The now twelve-year collaboration between Färg & Blanche and Johanson began with the Frankie chair. With Lyon, the design duo's latest launch, the ambition was to create a new chair that relates to Frankie in its materiality and construction while establishing an identity of its own.

"With Lyon, we wanted to create a new chair that also combines metal with an upholstered seat and backrest, but from a more organic starting point. We focused on lines that move, meet and flow into one another to form both the legs and armrests. The aim was to find a natural, almost intuitive flow in the chair's lines," says Färg & Blanche.

Lyon is most clearly characterised by the arc formed by the metal rear legs. In the version with armrests, this movement continues and meets at the back, where the arc connects with the front section and the armrest. The result is a cohesive, soft structure in which all parts are linked by one continuous line.

Lyon is conceived as an elegant, understated chair suited to a wide range of settings. It is available with or without armrests and is stackable, making it flexible for both public environments and more private settings. An important detail is the junction at the back where the metal lines come together – a meeting point that is significant both structurally and visually.

"The chair grew out of the movement of the hand – a search for lines that feel natural, elegant and alive," says Färg & Blanche.

The name Lyon comes from the city of Lyon in eastern France. Emma grew up in the Alps, and according to the designers, the word Lyon itself has a flow that reflects the form of the chair. As with Frankie, Färg & Blanche look forward to seeing architects explore the possibilities offered by the combination of metal and textile, using colour as an active design tool. At the same time, Lyon has clear potential to develop over time into further variants and complementary products.

With Lyon, Johanson and Färg & Blanche present a chair in which materiality, movement and construction come together in an expression that is both understated and distinctive – with a form that feels natural, cohesive and alive.

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 October 2026

Split by Färg & Blanche – where textile meets metal in a new series for Johanson

Johanson presents Split, a new series designed by Färg & Blanche. Initially comprising bar stools and a bench, the series takes the meeting between upholstery and construction as its starting point. Here, the textile becomes an integrated part of the form rather than a layer placed on top.

"The starting point was to explore how upholstery and construction could meet in a new way, with the textile becoming a more integrated part of the form rather than simply sitting on top," says Färg & Blanche.

In Split, the textile section extends further down into the construction and meets the product's legs in a way that creates a clear connection between the soft and the load-bearing elements. What appears simple is the result of meticulous work in which proportions, junctions and drape have been crucial to the product's expression.

The construction is based on a split metal tube which, through the way it is assembled, creates an arc that meets the other leg. The result is a form that gives the impression of four arcs coming together. The distinctive expression emerges where these arcs meet the textile section, which extends down into the construction and gives the series an organic, almost animal-like character. The seams on the top of the stool meet the point of the textile, contributing to a tailored and clearly defined expression.

"The meeting between the point of the textile and the metal arcs is central – that is where much of the product's character emerges," says Färg & Blanche.
Split is intended as the beginning of a larger family. The initial launch includes bar stools and a bench, but the series has been developed with the ambition to grow over time into additional typologies such as a low stool, an armchair and a modular sofa. The idea is to create a series that feels modular and generously upholstered, and that can work in many different types of environments.

The combination of metal and textile also offers considerable freedom in the use of colour. Split is designed to give architects and interior designers the opportunity to work with both contrasts and tone-on-tone schemes, and to explore the interplay between material, form and colour.

With Split, Johanson and Färg & Blanche present a new product family in which construction, upholstery and material junctions take centre stage – allowing a distinctive identity of its own to come through.

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