JOHANSON

Press release 2023

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

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BABYLON – let greenery take centre stage

Meet BABYLON, the latest new series from the Berlin-based design duo of Böttcher & Kayser. Following on from the success of their earlier designs, SHIMA GARDEN and EDEN, the BABYLON series helps to create oases of revitalising greenery in all sorts of indoor settings.

With BABYLON, however, Böttcher & Kayser have taken things a step further in terms of the potential the design provides to furnish with plants and greenery. *"We want to let indoor plants grow upwards to create an impact at different heights within a space. Bringing greenery indoors can improve air quality, increase a sense of well-being and create an atmosphere that helps to relieve stress. BABYLON offers straightforward yet flexible solutions for placing plants in rooms of all types, without wasting valuable space. It works equally well as a single, individual unit or grouped together in cheerful combinations – as a functional room divider or a purely decorative accent,"* say Böttcher & Kayser. BABYLON opens up all sorts of opportunities for furnishing with plants and greenery. The timeless, well thought-out design is at home in every situation, from offices, hotels and restaurants to everyday domestic settings.

BABYLON is available in countless different colours and shades. *"Johanson has a well-earned reputation for the astonishing variety of finishes, colours and fabrics that the company offers its customers. This paves the way for BABYLON to demonstrate its own flexibility in the way it can adapt to customer needs and wishes. But with BABYLON, it isn't necessarily the product itself that will be the main focus of attention. It is only when it has been complemented with plants and greenery that BABYLON achieves its full potential",* say Böttcher & Kayser.subtler shades for more sober settings. Thanks to Johanson's on-site manufacturing the opportunities are almost endless.

BABYLON is a perfect match with every series in the Johanson range. Also, if you wish to make an even greater statement with green accents in indoor environments, you can combine BABYLON with other planters from Johanson, such as EDEN and SHIMA GARDEN. Used in combination, these three products will make sure that green spaces steal the limelight, all the way from floor level up to the highest heights.

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THE POODLE
Design: Anna Herrmann & Alexander Lervik

The Poodle is a series with a strong, highly individualistic expression, with the various items sharing the sibling characteristics of gently rounded forms and a welcoming personality. The bold design is strikingly different, yet the look feels agreeably familiar, thanks to a flirt with historic lines. After first being exhibited in the autumn, Poodle easy chair and chair are now being launched on the market and will be followed later in the year by three sizes of matching tables.

The series was initially unveiled in autumn 2022 as part of the PLUS1 project. This project is an initiative from the designer Alexander Lervik that aims to give young female talents an opportunity to be seen in the otherwise male dominated design industry. The Poodle is the successful outcome of the very first PLUS1 project, undertaken with Anna Herrmann. With the chairs now available for sale, Johanson Design is also proud to present a new series of three tables that exhibit the same distinctive design characteristics.

In the words of Anna Herrmann herself, “Our aim has been to build on the personality and charisma that are the defining attributes of real-life poodles, and to increase the size of our own Poodle family.” The tables exhibit their own strong identity, making them eye-catching as stand-alones, while form and expression are further accentuated when the tables are teamed up with Poodle chairs.

A distinctive feature of the series, shared by both chairs and tables alike, is the covered legs that stand proud and steady on the underlying surface. Legs can be covered in a wide variety of textiles. This creates opportunities for the furnishings to exert a strong presence as a statement piece in any context, or to blend seamlessly into the rest of the setting.

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The Poodle is manufactured by Johanson in Markaryd, Sweden, where assembly and upholstery work are in the capable hands of skilled craftsmen and women. Thanks to this on-site manufacturing, Johanson offers almost limitless flexibility in terms of the colours and fabrics you can choose.

The name of the series gives a clear indication of the source of inspiration for the design. While the corona pandemic was at its peak, and pet grooming parlours remained closed, Anna spent some of her time studying pictures of well-groomed dogs. That was when she realised that coat clips and the defining characteristics that give different breeds their own unique identity can also be replicated in product design.

Product information
Design: Anna Herrmann & Alexander Lervik
The easy chair and chair are now in production and available in the retail market.
For the series of tables in three sizes, details of delivery and price are available on request.

Design Week showings
The Poodle and other new products will be on display during the period 6–10 February 2023 in the Johanson Showroom in Stockholm (address: number 22 Blekingegatan).

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ASTON & CHARLIE new additions

In 2022, Johanson launched, among other things, ASTON and CHARLIE, series designed by Johan Lindstén and Färg & Blanche respectively. ASTON is the stylish and ergonomic chair where the inspiration for this modern metal chair is taken from the classic Thonet chairs. CHARLIE is the modular sofa with endless possibilities to adapt to different environments. A modular sofa sprung from its predecessor – the PARKER stool. During Stocholm Furniture Fair 2023, line extensions and updates to both series will be presented.

"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.
During February, we get to meet ASTON with armrests. A further development of the model that creates additional comfort as well as a clear profile and shape.

"The idea for CHARLIE MODULAR SOFA 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. This is how Färg & Blanche describes the beginning of the further development of the series.
During Stocholm Furniture Fair 2023, CHARLIE will be expanded with a round table Ø90 and a corner module. Two parts that make CHARLIE even more complete.
"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. available with a star base, four legs or runners, and the footstool is available with four legs or runners.

ASTON & CHARLIE are 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.

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