FRITZ HANSEN

FURNITURE LIGHTING ACCESSORIES



The Art of Lounging A new chair design called Fred[™]

Household Waste Redesigned Introducing the NO2[™] Recycle chair

Come Together A New Era for Arne Jacobsen's Ant[™] and a new table by Fritz Hansen A Romantic Twist The Series 7[™] Velvet Edition

Timeless Geometric Shelving Celebrating the legendary Paul McCobb

AW19 Accessory Collection Gifts and key pieces for dining, entry, living room and office



DAILY DELIGHT

The feeling of extraordinary design

Autumn/Winter '19

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In making decisions about designs, materials, fabrics, colours and photos this season we found ourselves discussing feeling, asking what elevates and uplifts space and – thus – mood and morale every day.

DAILY DELIGHT is the feeling we landed on. It's the pleasant surprise that extraordinary design bestows when used in our homes, workplaces, favourite restaurants and hotels. It's extremely personal, intimate and comforting ... and yes, energizing. It's the feeling of extraordinary design.

In the pages that follow, you can see this delight reflected in the new, bright colours and pricing for Ant[™], an

Living space featuring the new Fred™ lounge chair accompanied by the Lune™ sofa and Planner™ Coffee Table

Extraordinary design, every day

early Arne Jacobsen chair design that once shocked the world with its radical simplicity and unusual shape.

You can also see it within the latest collaboration between Jaime Hayon and Fritz Hansen - the Fred[™] lounge chair. As a collaboration between Scandinavia and Spain, Fred strikes the perfect balance between Danish heritage and Jaime Hayon's modern, playful aesthetic.

Within accessories, this season's designs set the stage for relaxing under a warm throw on a cold winter night, hearing children's laughter at the dinner table, and arriving home to a beautiful hallway after a hectic day. NO2[™] Recycle also premiers this season (page 10) as our first stacking chair made from recycled and recyclable plastic. For more than 100 years, Fritz Hansen has focused on designing long-lasting furniture and production processes that maximise materials and minimise waste. We view sustainability as not only practical but essential, and are happy to introduce this new chair made with circular plastic.

Of course, this season's emotion and innovation is underpinned by Fritz Hansen's signature dedication to extraordinary design and high quality craftsmanship. Extraordinary design brings delight consistently and dependably for days, weeks, years and decades to come.

THE ART OF LOUNGING



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The latest collaboration between Jaime Hayon and Fritz Hansen has a new identity. Fred[™] - meaning 'peaceful' in Danish – is a casual nickname and a nod to the comfort and good vibes that accompany the chair wherever it is used.

reading or relaxing.

Fred[™] in Glow, colour 723, Clear Lacquered Oak ba

FRED[™] LOUNGE CHAIR

"Comfort was a key factor, as was the combination of the best of Danish design craftsmanship and modern technology," says Jaime Hayon.

Fred's open, low silhouette is elegant from every angle and has a contemporary look. Decorative joints with gently rounded edges are assembled by hand in a nod to traditional Danish craftsmanship. Wide and flat armrests embrace and support the body, as does the curved backrest. The seat is designed for upright seating while socializing,



4 base wood options. Clockwise from upper left: Black Painted Ash, Walnut Stained Oak, Clear Lacquered Oak, Oiled Oak.

Priced from € 1.695 incl. VAT.

TIMELESS GEOMETRY

The latest addition to Fritz Hansen's Planner™ collection, new shelving embodies modern design and multifunctional appeal.

Designed in the 1950s by the late Paul McCobb – widely recognised as a pioneer of contemporary democratic design – Planner[™] Shelving is a series of units to show and stow objects.

"Planner™ shelving balances McCobb's signature graphic expression with Fritz Hansen classical craftsmanship skills," says Christian Andresen, Head of Design at Fritz Hansen. "It's elegant in its simplicity, yet it unashamedly commands attention in a room."





STAY BRIGHT

A slightly smaller KAISER idell™ pendant in four, new high-gloss colours. Available in Soft Ochre, Russet Red, Smooth Slate and Black.

Design by Christian Dell

A W 1 9 ACCESSORY COLLECTION

SERIES 7[™] JUNIOR

Arne Jacobsen, 1955 (Redesigned in 2019)

Series 7™ Junior seats children age 3 years old and up, so everyone can have a seat at the grownups' table.





HIGH DOT™

Arne Jacobsen, 1955

Arne Jacobsen's classic 1955 Dot™ stool gets a chrome base and luxurious leather seat.

CLASSIC THROW

Fritz Hansen, 2019

This soft knit is lightweight, with 100% fine Merino wool in a tone that complements both warm and cool interior colour schemes.





WALL MIRROR Paul McCobb, 1950s

A statement mirror by Paul McCobb, designer of the Planner™ series. The frame is black powder coated steel, and its two small circular shelves pivot. Perfect for an entry or bedroom.





Introducing the NO2[™] Recycle

NO2[™] Recycle is a new, all-purpose chair from Fritz Hansen made of upcycled plastic household waste. Design by studio nendo.



The chair's shell material had to be strong with perfect flexibility to be both comfortable and durable enough to pass testing for heavy use. We wanted the shell material to be circular, because what's the good of creating a chair that can't be recycled again in the very long term? Finally, we dreamed of different colours. The goals were not simple, but we love a design challenge.

The strong, stackable chair is designed in collaboration with Japanese studio nendo and inspired by a simple crease of paper on the designer's work table. The folded paper translated into a crease in the chair's shell (see designer Oki Sato's illustration above) that makes the design support the upper and lower back.

The chair's elegant shell is made of circular plastic, meaning it is made of recycled plastic that can be recycled again if necessary. The plastic used for NO2[™] Recycle comes from household, plastic waste collected, processed and upcycled in central Europe, reducing transportation.

'The fact that the material is constructed from everyday recycled plastic really creates an extra connection between the user and the chair. It's an accessible design made for everyday use and made from everyday recycled, household plastics,' says Oki Sato of nendo studio.

7 shell colour options are inspired by earthy, warm tones in Scandinavian nature. These colours and multiple leg options make NO2[™] Recycle a strong solution for dining rooms, home offices, meeting rooms or as extra, multi-purpose seating. The wipeable, plastic shell is child-friendly and very easy to clean.

'We wanted to do a versatile plastic, stacking chair in recycled materials. Collaborating with studio nendo meant the design would be simple and elegant, a really nice blend of Scandinavian and Japanese aesthetics,' says Christian Andresen, Head of Design at Fritz Hansen.

NO2[™] Recycle can also be considered a statement of intent from Fritz Hansen. We have developed extensive knowledge and experience creating beautiful, well designed stacking chairs such as the iconic Series 7[™] and Ant[™]. The NO2[™] Recycle is the latest chair design in that tradition.

FACTS

Shell: 100% recycled/recyclable polypropylene | Arm pads: Always match the shell colour.
Colours: Dark Orange, Dark Red, Dark Blue, Light Blue, Grey, Black, Off White.
Bases: Sledge base is chromed steel (50% recycled), Swivel base is polished aluminium (95% recycled), All other bases come in powder coated steel (monochrome) or chromed steel (upon request).

RAISED IN NEW YORK



VIA57™ upholstered with Merit, colour 034

Modern, sculptural seating by Bjarke Ingels and KiBiSi design group is relaunched this year in wipeable textiles, making the chair very practical for high-use spaces and commercial projects.

VIA57™ was a modern, sculptural chair originally designed by Bjarke Ingels and KiBiSi for the VIA 57 West building in Manhatten. It now welcomes guests in homes, hotels and offices around the world.

'The VIA57™ chair combines Scandinavian simplicity and elegance with American comfort and generosity,' says Bjarke Ingels.

Komplot Design was inspired by the metallic sparkle and rough sandy structure of a meteor to come up with a new and vibrant surface treatment for the Calabash[™] pendant design.





Via 57 West building, New York, USA

What's more inspiring than space?

SPACE INSPIRATION

The new Calabash™ Meteor finish is structure painted on aluminium and emphasises the pendant's bold, unique shape. It makes the pendant stand out, with or without the light turned on.

'This Meteor surface is really special. It's a bit mysterious, gaining complexity and depth as you get closer to it. It is simple but, with further inspection, it's very tactile,' says Karima Andersen, Design Manager Lighting, Fritz Hansen.

The new Calabash[™] pendant is available in two sizes – P1 and P2 – and is made of aluminium. There are two colour variations of the Meteor finish: Black Meteor or Grey Meteor.

Calabash™ pendants in Grey Meteor & Black Meteor

Calabash^T

A ROMANTIC TWIST



Series 7™ Velvet Edition - Misty Rose, Grey Blue & Autumn Red

'Popular colours give this iconic design an update. Doing so in velvet adds to its relevancy,' says Fritz Hansen's Head of Design, Christian Andresen.

Fritz Hansen's design team has selected cotton velvet by Redaelli Velluti in three vibrant colours: Misty Rose,

Italian velvet adds an extra soft, elegant touch to the Series 7™ by Arne Jacobsen.



Series 7[™] by Arne Jacobsen dressed in velvet

Velvet has always been a luxury fabric. Difficult to produce, with a rich depth of colour and texture from the cut and uncut woven pile, velvet was only available to the very elite until quite recently.

This year Fritz Hansen is delighted to introduce the Series 7[™] Velvet Edition, pairing luxurious Italian fabric and iconic Scandinavian design.

Autumn Red and Grey Blue. Powder coated steel legs in Brown Bronze compliment the velvet upholstery, adding subtlety and depth.

The Series 7[™] velvet measures 50,000 Martindale, meaning it is highly resistant to damage or crushing. Both sides of the chair are upholstered with maximum care and consideration for wear and longevity.

Wood used for the shell is certified by the Programme for the Endorsement of Forest Certification (PEFC) ensuring it comes from forests that are managed with respect to ecological, social and ethical standards.

The Series 7[™] Velvet Edition can be used as a noteworthy accent chair or as simple, luxurious seating for modern dining. The possibilities are endless.



Philip Messmann talks about photographing at the Louisiana Museum of Modern Art

of Modern Art.

GET TO WORK

Creative professionals turn to Fritz Hansen for creative design solutions. Creative offices must be productive and inspiring and furniture should be of the highest standard. NO2™ Recycle is a great solution for mixed-use spaces and is available with multiple bases and shell colours to serve businesses as they evolve. Lighting and accessories personalise desks and make the office as comfortable as a home study.

AQ01™ table lamp





Messmann recently shot AW19 campaign images for Fritz Hansen at our partner organization, the Louisiana Museum

1. What makes the Louisiana Museum such a special location in your mind?

Louisiana is very special. It's my favourite getaway from Copenhagen on a day off and I always dreamt of shooting there, with the modern architecture that blends into the landscape. I used to study architecture, so it felt very special to shoot in such an iconic building.

It was a great privilege. To me, it felt like the perfect mix to shoot the furniture in its spaces.

2. How did you find shooting there? Any surprises?

The light is quite amazing in almost every room, so it was a great experience. It's a pleasure just to see the light change throughout the day in all the rooms.

3. Do you have a favourite room?

That must be the Giacometti room. Its huge, glass facade faces towards the lake and never fails to impress. Its changing views are amazing, every time of the year... way better than any movie, I guess. I always fantasize about what it would feel like waking up in a room like that. It has such a calming effect.

4. Do you have a favourite artist at the moment that you're inspired by?

Wolfgang Tillmanns' abstract works are amazing, and Louisiana has a great one in their collection.

Follow Philip Messmann on Instagram @philip_messmann



Philip Messmann, Photographe

PRETTY





IN PRINT

Ant™ Deco Silhouette

It's a first – Arne Jacobsen's classic design in decorative print.

Ant[™] Deco Silhouette draws inspiration from the chair's signature shape and an original artwork produced for Fritz Hansen by Danish artists and designer, Krista Rosenkilde (b. 1982).

The lively pattern was originally carved on linoleum by the artist and printed by hand. It is scanned and digitally printed on the chair's curved surface, reflecting the artist's movements and careful handwork. Variations in the print's application to the chair mean that every Ant[™] Deco Silhouette chair is slightly unique - true and honest to the process of its design.

Why print on the Ant[™]? The design team at Fritz Hansen discovered that the shape and size of the Ant[™] is particularly well

suited for pattern through experiments with other designs. Alone or mixed with other chairs, this chair gives a small dose of decoration within a modern space, without overwhelming the eye.

This chair is part of a new era for Ant™.

"The idea is that we are able to make art versions of the chair, over time, in new and exciting prints," says Christian Andresen, Fritz Hansen's Head of Design.

The Ant[™] Deco series will continue in the years to come with more collaborations to decorate the Ant[™] and continually renew its design as a fresh, versatile chair which is both functional and beautiful.

FOREVER YOUNG

A new era for the Ant™

Its slender shape disguises its strength. Its modern look belies its age.

Arne Jacobsen designed Ant[™] (Myren) in 1952 as a 3-legged chair in the shape of a little ant with its head raised.

The unusual design guaranteed the chair's stability on older uneven flooring, but it also guaranteed its uniqueness.

Today Fritz Hansen produces the design in 3-legged and 4-legged versions, for the design purist and more conventional tastes. In both variants, Ant[™] remains young and fresh half a century after its creation, growing more relevant as decades pass and design trends catch up to it.

Now Fritz Hansen unveils Ant[™] in new colours with lower pricing, a move we hope will allow new customers and a new generation of Arne Jacbosen fans to incorporate Ant[™] into their home and work projects.

'This is a really beautiful chair. The fresh new colours feel completely and totally appropriate for this next chapter of the design's story,' says Fritz Hansen's Head of Design, Christian Andresen.

Indeed, the Ant chair has a versatility and distinction that compliments any design style, remaining simple and luxurious, richly historied and forever young.





The Ant™ at Novo Nordisk's canteen in 1952

DESIGNER ARNE JACOBSEN

For more than half of the twentieth century, Arne Jacobsen's ideas shaped the landscape of Danish design, rippling out from Scandinavia to influence architects and designers around the world. He managed to direct projects ranging from complex buildings like Danmarks National Bank to detailed challenges as humble as a special teaspoon for his cutlery set, working with a relatively small studio staff driven by an unquenchable need to create.

 The net " in Pale Yellow

COME TOGETHER

The FH125 Table by Fritz Hansen seats 4-6 Ant[™] chairs with an easy-to-clean, white laminate top and elegant aluminium edge.



This year Fritz Hansen unveils Ant[™] in new colours with lower pricing, a move we hope will allow new customers and Arne Jacobsen fans to incorporate Ant[™] into their home and work interiors. In both 3-leg and 4-leg variants, Ant[™] remains young and fresh half a century after its creation, growing more relevant as decades pass and design trends catch up to it.

FH125 priced from € 948 incl. VAT. Ant™ priced from € 270 incl. VAT.



Arne Jacobsen's signature stacking chair – Ant™ – in Pale Yellow with the new FH125 table. Pendant lighting design coming in 2020

EXTRAORDINARY DESIGN SINCE 1872

Fritz Hansen has crafted extraordinary design since 1872 and stewards many of the world's most recognized furniture designs. Today, we embody a modern, Nordic lifestyle manufacturing luxury furniture, lighting and accessories made in collaboration with leading artists, designers and architects from around the world. Our mission is to create visionary, long-lasting designs that elevate the everyday.



Today, we are in the midst of unrolling a new brand direction. Fritz Hansen takes a bolder approach in its visual identity and focuses on connecting our furniture, lighting and accessory designs, as well as our past and our future.

We have linked our heritage and mission with 'Extraordinary design since 1872', a phrase that you will soon see on packaging and across many of our materials. Now, as always, we evolve to meet the times and offer a new generation of designpassionate customers daily delight through extraordinary design.

Swan[™] chair by Arne Jacobsen



Ikebana vase by Jaime Hayon

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