



Photo ©Magnus Glans



## Swedish Design Pavilion 2019 London Design Fair

Swedish Wood are proud to sponsor the Swedish Design Pavilion at the 2019 London Design Fair and to present a selection of just some of the exciting designs in wood coming from established and newly graduated Swedish furniture designers.

Swedish Wood has developed an online learning module Wood in Interiors accredited by the British Institute of Interior Design available free on [woodcampus.co.uk](http://woodcampus.co.uk) or at [biid.org.uk/swedish-wood](http://biid.org.uk/swedish-wood)

The pavilion was designed by Förstberg Ling. Timber for the pavilion, mostly pre-finished pine, was supplied from Swedish members by Mike England Timber [mikeenglandtimber.co.uk](http://mikeenglandtimber.co.uk)

Swedish Wood is the promotional arm of the Swedish Forest Industries Federation

Sweden is the world's second largest exporter of timber products

Sweden's forests are growing, as the annual harvest of 90 million forest cubic metres is just 75% of annual growth

Sweden is the biggest source of timber in the UK

Swedish Wood supports the promotional activities of the UK timber associations and provides free online information through Wood Campus

[swedishwood.com](http://swedishwood.com)

[woodcampus.co.uk](http://woodcampus.co.uk)





## Loggia

A set of furniture in wood and cast iron designed by **In Praise of Shadows** in collaboration with **Källemo**.

The bench legs are connected with a single piece of wood. The table surface is two pieces of wood that connect the legs. The iron legs are cast from moulds made from a sandblasted wooden original to reveal the wood grain. Produced in pine and Accoya™, the furniture was designed for an outdoor setting, but is equally at home indoors in a public or private setting.



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## In Praise of Shadows Arkitektur

### Architect/Designer

Katarina Lundeberg  
& Fredric Benesch

### Collaborators

Daniel Elis Karlsson  
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### Producer

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## Pine Stools

### Made from a solid pine log

Pine is one of the most common types of tree in Sweden and has been a large part of Swedish industry, culture and society. The shape of the stool is inspired by the tree's organic and regular shape, combined with the checks and splits in the log for a more tactile contrast.



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## Jennie Adén

### Graduate of Beckmans College of Design

Through the device "digging where you stand", I create products that show how it could look if we were forced to make everything from scratch and entirely by ourselves. I want to highlight the possibilities and materials that are available in a limited area.

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### Beckmans College of Design

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## Röhsska

### Democratic design

The Röhsska chair was named after the leading Swedish design museum and presents a meeting place between the artisan and industrial production. Produced in Sweden, with Swedish wages and following Swedish sustainability ideals, it is delivered as a flat-pack product. The frame construction in 150 year-old beech from Skåne is complemented by a seat and backrest made from Swedish pine plywood.



[swedishwood.com](http://swedishwood.com)



## Studio Fredrik Paulsen

### Designer

Fredrik Paulsen

Fredrik Paulsen (b.1980) grew up in Vejbystrand and works in Stockholm. After studying cabinetmaking at Grebbestad's vocational college he took his BA at Beckmans College of Design, Stockholm, and his MA at the Royal College of Art, London. His works have been shown at international museums and galleries. Paulsen is represented by Etage Projects, Copenhagen.

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### Representation

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Pinzo

David Ericsson





## Pinzo

### A little punk of a pine chair

“Wood is my favourite material, not only because I hail from the forests of Småland in southern Sweden, but because it could be used a lot more – particularly pine, which has had a bad reputation since the terrible 80s yellowish lacquered versions.”

As for creating a little punk of a chair, David explains that he enjoyed working in a record shop in Värnamo when he was younger. “You get hooked. First it was the Clash and all the others in the punk craze, then it was vegan punk or whatever.”



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## David Ericsson

Since graduating from the prestigious Carl Malmsten Furniture School almost 10 years ago, David has produced quite a roster of designs, many of them aspiring or already fully acclaimed furniture classics. Extending his education by studying aesthetics and philosophy at Umeå has enabled him to contribute to a more humanistic design approach at Malmsten Furniture School.

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Tensta

Rickard Torstenfelt





## Tensta

### Massive pine and glass

The Tensta table is a celebration of Swedish folk design and way of living. The table explores pine's visual and structural qualities as a construction material. The simplicity of the design makes it graspable and almost primitive. One beam laying on top of and interlocking with another beam.



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## Rickard Torstenfelt

### Graduate of Malmstens Linköping University

Rickard Torstenfelt is a 28 year old designer from Sweden. He just finished his BA in furniture design at Malmstens, part of Linköping University. His design is focused on the perception of our everyday objects. What they look like, feel like and how we use them. The main focus is to make playful and unique furniture that people can use and live with.

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## Orgo & Klick

### Lamp & screen

Sustainability is very important for me and led me in my bachelor's thesis to work with a newly developed biocomposite, OrganoComp®. This resulted in Orgo & Klick. The floorlamp is an exploration combining Swedish pine with wirelessly controlled lighting, where the biocomposite acts as a semi-translucent lampshade. The screen, Klick, utilizes discarded material from the factory to create a new product, thus minimizing waste.



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## Anders Gjertz

### Graduate of Malmstens Linköping University

As a designer I'm always searching for those details that give the project a good feeling. It might be the reflection of light or the feeling of a material against your skin. It can also be that perfect curvature. Contrasts, such as combining high-tech materials or electronics with traditional techniques, are always on my mind.

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Blackant

Edward Nordendahl





## Blackant

**Inspired by ants, a system where the stool is self-sufficient but can also be added to, adapted and expanded infinitely.**

Based on my love of Swedish forests, I wanted to develop a piece of furniture that could build, change and adapt to different environments. As black ants do this every day. Through my curiosity, I rediscovered segmenting, a traditional and strong technique for making round shapes, which also emphasize pine's undulating patterns.



[swedishwood.com](http://swedishwood.com)



## Edward Nordendahl

**Graduate of Malmstens Linköping University**  
Furniture designer with a degree in Hospitality Management and experience in the international hospitality industry.

My goal is to become a person at the forefront of design, to contribute to the well-being and functionality of people's home or work environment and improve their everyday life.

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Amass

Felizia Matthews



## Amass

### **Bowls sculpted in solid cross-laminated pine**

Basic shapes in relation to each other. Pine and even more pine. Layered in a sustainable composition. The directions. The grains. The continuousness of itself. The burly mass redefined by a brutal interruption. Morphed and softened. It is what pine is and it is what pine isn't. A project made for a modern industrial production but with crafted qualities and thought.



[swedishwood.com](http://swedishwood.com)



## Felizia Matthews

### **Graduate of Malmstens Linköping University**

Swedish-American designer, Felizia Matthews, recently graduated from Malmstens. Her designs aim to communicate with the user, both through emotion and experience, working with materials and the senses as tools. With a deep interest in history and contemporary culture, and with a humanistic approach, she creates furniture and objects with a strong character and craft approach.

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Pre-finished pine cladding Swedish Wood



## Pre-finished pine cladding

Different colours and finishes for interior or exterior.

The natural beauty of Swedish pine is now available to designers in a wide range of colours, finishes and profiles.

A new way to look at one of the most sustainable, healthy and durable products for interior and furniture design.



If you would like more information on the availability of pre-finished pine cladding, please contact the Swedish Wood UK Project Manager, Tony Traynor.

### Contact

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For a list of quality timber suppliers, visit [ttf.co.uk](http://ttf.co.uk)



Timber Trade Federation

growing the use of wood

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