

PRESS RELEASE

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CHAIR & LOUNGE CHAIR

For Gemla, the design group Front has created a line of chairs, Collage, that originates from the shapes they found in Gemla's archive. In the design process tools and shapes with several years below their belt has been reused, shapes developed and supplemented.

The result is a series of furniture that is a collage of classic and contemporary designs with a workmanship solidly grounded in Gemla's long tradition of craftsmanship in furniture production. The chair is not a stock item but is made uniquely for each order, which allows room for plenty of customization when it comes to materials and colors on the back support and seat. Front has created a color scheme for leather, webbing and fabric, among others.

THE DESIGNERS

Sofia Lagerkvist, Charlotte von der Lancken and Anna Lindgren are the members of the Swedish design group Front, established 2004.

Front's works are present in The Museum of Modern Art, Centre Pompidou, Victoria and Albert Museum, and the Rösska museum's collections.



COLLAGE

THE CHAIR

Vilda can simply be summed up in the concepts of origin, being contemporary and the future. The origin lies in the unique bentwood technique that is applied in the same manner today as it was 150 years ago. Every wooden piece is steamed and then bent by hand in its unique mold, where it dries before being joined into a beautiful and durable chair.

THE TABLE

Stilla, a table designed by Jonas Bohlin for the chair Vilda, can also be used in many settings and combinations. The table top made from massive ash wood with standing annual rings is surfaced with white pigmented vegetable oil. Under-frame in steel. Rectangular tables are available with or without wheels.

THE DESIGNER

Jonas Bohlin
born 1953 in Stockholm
interior designer and designer

Jonas Bohlin, who created Vilda for Gemla, is one of Sweden's most celebrated designers.

In 1981 he received international attention for his groundbreaking design of the sculptural steel- and concrete-chair "Concrete", which blurs the lines between furniture and sculpture. Between 2004 and 2009 Jonas Bohlin was professor at Konstfack in Stockholm.



VILDA

THE MANUFACTURER

Gemla, Sweden's oldest furniture company, combines craftsmanship with innovation in its cooperation with recognized designers. In a time of environmental awareness Gemla keeps using genuine and eco friendly materials in its endeavor to make durability and design become the classics of the future.

Through more than one and a half centuries the knowledge of wood and exclusive manufacturing techniques has developed the company.

Today Gemla is a modern furniture manufacturer with efficient machines and a well preserved tradition of craftsmanship. Some tasks can only be carried out by hand. No machine can replace the knowledge and feel for the wood that is required for Gemla's unique bentwood production.

CONTACT

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