

# JOHANSON 2012

JOHANSON<sup>®</sup>  
DESIGN

*Atmosphere*

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## *Beautiful Furniture Creates Inspirational Ambience*

Furniture by Johanson Design is best known for classic, stylistically pure design that is well suited for public environments. But what is a public environment? 'An open space where people can meet' is one definition of the term. We want to encourage people to meet: that's when things happen, ideas are born and collaboration takes place. That is why we care so deeply about creating beautiful, sustainable furniture that contributes to inspirational environments.



STEALTH

**Design** Johan Lindstén







## P77

JOHANSON®  
DESIGN : JONAS LINDVALL

"We wanted the P77 to be stackable and inspired by chairs from the turn of the last century, but we wanted it to stand out just that little bit more. I worked with rectangular shapes rather than round ones, e.g. for the chair legs," says Jonas Lindvall.



**At Johanson Design** the environment is always taken into account and it goes without saying that the P77 is recyclable. Its low weight, stackability and the fact that it is produced in Sweden also help to minimise its environmental impact.





The P77's great flexibility also extends to its appearance. The seat comes in 12 different colours, the legs in 64 colours and there are different types of finish too.

# *A chair that makes a difference*

**With its clean, simple lines, Johanson Design's new armchair, the P77, looks pretty uncomplicated. But appearances can be deceptive. What might look simple is in fact high-tech complexity. This is the story behind the P77 chair.**

The P77 is not a typical Johanson Design chair, mainly because it isn't upholstered. In fact it's not a typical chair at all because no-one has ever made a chair like this before. It looks as though it is cut in a single piece, but it actually consists of two separate parts: a thin shell and a core. Two types of plastic were needed to achieve the soft feel of the surface, combined with the stability of the hard plastic core. The inner part, the core, is injection moulded in polypropylene, while the outer part is injection moulded on top of the inner core using a thermo-plastic elastomer or TPE.

## **Major investment**

Major investments in the shape of time and capital have created a chair which is unique in terms of its production process and design. It's an investment the like of which has probably never been seen in the Swedish furniture industry.

"As far as we know, this is one of the biggest investments in an individual product in the Swedish furniture industry. A huge amount of development time has gone into this chair, which means it will be extremely difficult to copy," says Dan Johanson.

A number of experts have been involved in a three year-long development period to take the project from concept to finished product. Paul Johanson says the journey has taught them a great deal about plastics and tool manufacturing.

"The biggest challenge was getting the materials to work together and making the process work while resolutely sticking with the design. We could have taken short cuts if we had been willing to compromise on the design, but we let it take a bit longer instead," says Paul Johanson.

## **Armchair with the gentle touch**

The job of designing the chair went to Jonas Lindvall, one of the foremost furniture and interior designers in Sweden in recent years. Several of Jonas' pieces of furniture have won the "Excellent Swedish Design" award and are represented in museums including the Victoria and Albert Museum in London and the National Museum of Fine Arts in Stockholm.

The P77 is the first joint project for Johanson Design and Jonas Lindvall. The Johanson brothers have been in contact with Jonas for several years now and it felt as though the time was right for them to work together.

The starting point for the P77 was to create a light, comfortable, tough and stackable chair at an unbeatable price. For Jonas Lindvall the answer lay in the

past. In the early days of the twentieth century, cafés had proper chairs with arms, always made of wood, designed with generous dimensions.

"I wanted to bring this archetypical armchair into the 21st century. These chairs demanded a great detail of craftsmanship and I dreamed of getting the same feeling from a modern chair made in the materials we use today, but which was much cheaper to manufacture," says Jonas Lindvall.

This link with the past is typical of Jonas Lindvall's design. He also really likes chairs.

"Designing chairs is extremely difficult. Lots of designers just don't bother because it's so hard, but I enjoy the challenge. The chair is intimately linked to the development of civilisation, with the first chairs being made about 5,000 years ago. For the first 4,500 years, chairs mainly had symbolic status, like thrones. It wasn't until the seventeenth century that the bourgeoisie in the Netherlands started to use chairs with backs rather than stools. And then the chair made its way down the class system," says Jonas Lindvall.

## **Project 77**

Jonas Lindvall started designing his 77th project, which became the name of the chair. He always uses project names and P77 stands for project 77.

"Jonas came and showed us a sketch of a chair. We loved the design and then we started talking about which materials to choose and how we could manufacture it so it came in at a good price," says Dan Johanson.

"The way we went for aluminium legs in the end, for example, was about the feeling we wanted to convey, but also about keeping the weight down. The chair weighs about 5 kg, which makes it ideal for use indoors and outdoors in private and public settings. It's perfect for everything from school dining halls and offices to outdoor restaurants."

## **Positive response**

The launch campaign for the chair started in 2011 and has received a massive response.

"I've had lots of really positive reactions, but I don't think many people realise quite how complex it was to produce," says Jonas Lindvall.

Full-scale production started at the end of 2011 and Johanson Design estimates annual sales of 50,000 chairs in the long term.



# PRODUCTS

You will find more inspiration at:  
[www.johansondesign.com](http://www.johansondesign.com)



SPEED

**Design** Johan Lindstén



NEST

**Design** Alexander Lervik



MEDIA

**Design** Anders Hjelm



CARAT

**Design** Mattias Ljunggren



GAME

**Design** Johan Lindstén



SPORT

**Design** Johan Lindstén



STUDIO

**Design** Alexander Lervik



RIB

**Design** Alexander Lervik



VENUS

**Design** B. Johanson



VIGGEN

**Design** B. Johanson



U-SIT

**Design** Alexander Lervik







Johanson Design creates attractive spaces. They are everywhere; from schools to offices to churches. Furniture is an important component in today's public spaces. The factor of well-being has become crucial in our time-pressured society. Even in the public domain, we now feel the need to be able to relax and make room for reflection. Products by Johanson Design are developed to work well in every context.





Providing a good, functional and aesthetically pleasing office environment is a prerequisite for efficient, happy co-workers. At Johanson Design, great functionality and excellent design are central concepts when we develop new products.





COMET

**Design** Team Johanson



GAP

**Design** Simon Pengelly



KENNEDY

**Design** Mattias Ljunggren



LARGO

**Design** R. Tillberg / B. Johanson



ARENA

**Design** Johan Lindstén



CAPE

**Design** Team Johanson



CABIN

**Design** Alexander Lervik



SPEED EC

**Design** Johan Lindstén



NEST EC

**Design** Alexander Lervik



FLOW

**Design** Anders Hjelm



B-BITZ

**Design** Team Johanson





IOS

**Design** Team Johanson



VENUS

**Design** B. Johanson



SPEED BS

**Design** Johan Lindstén



STUDIO BS

**Design** Alexander Lervik



VINGA

**Design** B. Johanson



NEST BS

**Design** Alexander Lervik



SNAPS

**Design** Leo Thafvelin



RIB BS

**Design** Alexander Lervik



SCOOP

**Design** Anders Hjelm



PIANO

**Design** Alexander Lervik



LEVEL

**Design** Simon Pengelly



JACKIE

**Design** Mattias Ljunggren



LEAVES

**Design** Johan Lindstén



MOON

**Design** Johan Lindstén



COMEBACK

**Design** Johan Lindstén







Attractive furnishings give a clear competitive advantage. Restaurants compete for guests. Shops compete over customers. Shopping malls compete for more visitors. Products made by Johanson Design work specifically to deliver the right feeling, the right message and the right tone of voice to strengthen your brand.



# *Swedish furniture design conquers the world*

Good design, in-house manufacturing and solid furniture expertise are the key to Johanson Design's Swedish and international success.



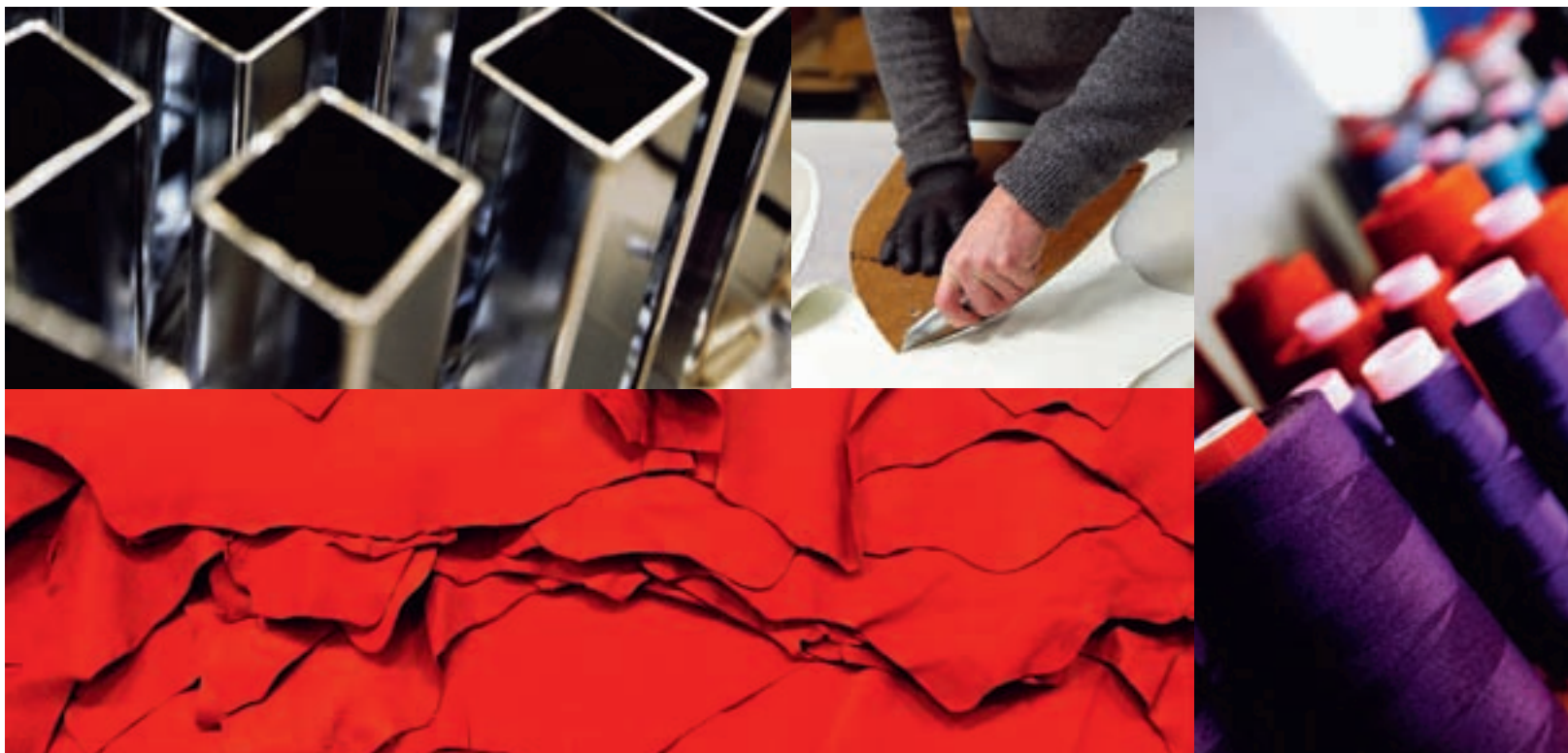
Paul Johanson



Dan Johanson







**A conscious and consistent focus** on modern, timeless design with clean, Scandinavian lines has made Johanson Design a strong global brand. Working with some of the most highly skilled designers in Sweden and Europe, Johanson Design has created a wide-ranging, stylish furniture collection. The company's constant presence at international furniture fairs and design exhibitions, hand in hand with a wealth of prestigious design awards, has focused the attention of architects and interior designers across the world on Markaryd in Småland, southern Sweden, where Johanson Design has been based since the company began back in 1953.

**Virtually all the company's manufacturing takes place in Markaryd**, in what is a unique production plant in the Swedish furniture industry. The company's 45 employees do everything from timber processing, assembly, cutting and sewing to upholstery, packaging and delivery. Not far away is Metector, the company's subsidiary whose 17 employees make all the metal details for the furniture. Enter Johanson Design's large premises, covering over 8,000 square metres, and you won't see much in the way of enormous machinery. Instead what you see are all the employees, working flat out, with the utmost concentration, to create hand-made, durable, high quality furniture. Most of the company's manufacturing is founded on skilled craftsmanship and traditional furniture manufacturing methods.

**Making its own products** in its own modern factory gives the company control over quality. All the materials are carefully selected. No furniture leaves the premises until the staff, with years of solid furniture expertise under their belt, have checked that the quality is absolutely world class. In-house manufacturing also makes for flexibility. Resources can quickly be reallocated to meet customers' fast-changing requirements.

**You'll find Johanson Design's furniture** everywhere from a high school breakout room in Skara, Sweden to the comfortable lounge of an exclusive London night club, the swaying restaurant deck of a ship out in the Atlantic or a peaceful church in Philadelphia, PA. The international market is important. The company operates worldwide and in the past five years has exported furniture to an impressive 52 countries.



# JOHANSON COLLECTION

							
U-SIT	B-BITZ	REFORM	SPEED BS	NEST CHAIR	CARAT	CAPE	KENNEDY
							
COMET	COSMOS	CUBA	FLOW	MEDIA	CABIN	EYE EC	SPEED
							
SPEED EC	RIB	GAP	STUDIO	RIB W ARMREST	EYE	B-BITZ/BILL	TEXAS
							
LARGO	DETROIT OFFICE	COBRA	B-BITZ/BULL	IOS	JUPITER	JACKIE BS	CLASSIC
							
P77	BELLA	PIANO	LEVEL	DIVA	SPUTNIK	SATELLITE	VENUS
							
SCOOP	RIB BS	B-BITZ/BOB	VINGA	VIGGEN	VINGA	VENUS	NEMO
							
STUDIO BS	SATELLITE	CLASSIC	STEALTH	EYE	DETROIT	T-BONE	PLAIN
							
X-BONE XL	VENUS BASE	X-BONE	OPAL	STAY	LONG JOHN	CROWN	COMEBACK
			<p><i>You will find more products &amp; inspiration at <a href="http://www.johansondesign.com">www.johansondesign.com</a></i></p>			<p><b>JOHANSON<sup>®</sup></b> <b>DESIGN</b></p>	
NOWAY	SNAPS	NEST EC					