



Magnus Olesen – Presenting new designs at Stockholm Furniture Fair 2018.

Copenhagen, January, 2018

Since 1937 Magnus Olesen has manufactured functional, durable yet aesthetic design – Made in Denmark.

This year, Magnus Olesen is again presenting their newest designs at Stockholm Furniture Fair, 6th-10th of February.

Butterfly Classic Lounge

With the launch of the Butterfly Classic Lounge in 2017 Magnus Olesen set yet another design highlight – enhancing its very successful Butterfly series by another member. 2018 the Lounge version will now also be available in a higher version with slightly more upholstery – for even more comfort. Both variants can be viewed at the fair in different fabric variations giving the chair various design expressions.



Butterfly Classic Lounge

Butterfly Classic Sofa

Complementing the Lounge chair, Magnus Olesen is launching a matching 2-seater in 2018. Butterfly Classic Sofa is based on the design of the Butterfly Lounge Classic and also rooted in Danish design tradition with laminated wooden shell and solid wooden frame. It is available in a simple wooden as well as an upholstered version. The low lounge seating gives the sofa exceptional comfort while still keeping a simple, slim design expression. Butterfly Classic Sofa adds beautifully to the rest of the Butterfly Classic series which gives plenty of opportunities of matching design solutions in a variety of areas. It is especially suitable for meeting and lounge areas as well as the private home.



Butterfly Classic Sofa

Butterfly Classic Chair

In keeping with the same design expression, the new Butterfly Classic Chair extends the Classic line to a chair solution for table seating. With its higher seating it is perfectly suitable for the dining or meeting table, but also works well as a stand-alone piece in classic design surroundings.



Butterfly Classic Chair

Butterfly Bar Wood

In addition to the new Butterfly Classic variants, Magnus Olesen also launches a new barstool.

It is a variation of the existing Butterfly Bar Chair – a version now all in wood. A barstool with both the seat and frame made of sustainable Nordic wood. With its lumbar support and flexibility in the back the Butterfly Bar Wood secures exceptional seating comfort.



Butterfly Bar Wood

To accompany the new Butterfly Bar Wood, Magnus Olesen is also launching a new bar table:

Bar Table Wood

A unique bar table, designed by Strand+Hvass.

Bar Table Wood is Danish design at its best. The table combines beautiful wood processing and beautiful design that creates a unique ease. The material selection contributes to stability and functionality. The table can be put together in a number of combinations, with a variety of different surfaces including linoleum. Since the table is available in different sizes and variations, it can be used for different purposes e.g. as a meeting table at the modern office.



Bar Table Wood

The **Butterfly Series**, designed by Niels Gammelgaard, was launched in 2013 and has proven to be very popular in several markets. With its functionality, simple lines and genuine materials, the Butterfly Series represents Danish Design and Craftsmanship at its best.

By enhancing the Butterfly series with the new Classic variants, different areas can now be furnished with the same design expression.

The Butterfly series will add to the already successfully selling products such as the **classic 8000 series** and **Freya Lounge Chairs** – which also can be seen at the fair.

Magnus Olesen A/S develops and manufactures high quality furniture in cooperation with today's leading designers and architects. The result is a functional, aesthetic and unique design that enhances the spaces where it's placed – no matter whether it's in smaller interiors or for large conceptual architectural and design purposes.

The company was founded in 1937 by Magnus Olesen with a strong believe in Danish craftsmanship ever since. It is today a well-reputed furniture company, developing and manufacturing functional design furniture of high quality in Denmark.

Photos for download:

<http://www.magnusolesen.dk/en/photobank/>

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