



Magnus Olesen - Danish Royal Visit to Japan

Tokyo 10th-13th October, 2017

Design Icons - Made in Denmark, build to last.

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

This year, Magnus Olesen is participating in the Danish Royal Visit to Japan, representing Danish Furniture Design on the Japanese market.

For the last 30 years the company has been present in Japan, making its mark through several projects. Today, design furniture by Magnus Olesen can be seen in several public places such as Toyonaka City Hospital, Osaka, Showa Hospital, Kanagawa and Tsurumi College, Kanagawa.

Since 2016 Magnus Olesen is partnering with Japanese Axona Aichi on the Japanese market – making the company the exclusive distributor of Magnus Olesen furniture in Japan. Vice versa Magnus Olesen acts as the exclusive importer for Axona Aichi in Scandinavia. With focus on creating cultural spaces for gathering and education, Axona Aichi suits the market approach of Magnus Olesen ideally. Both companies believe in well-designed products of long lasting quality.

With the new launch of the Butterfly Lounge Classic in 2017 Magnus Olesen sets yet another design highlight – enhancing its very successful Butterfly series by another member.

The Butterfly Series was launched in 2013 and has proven to be very popular in several markets – including Japan. With its functionality, simple lines and genuine materials, the Butterfly Series represents Danish Design and Craftmanship at its best.

Based on the same shell as the other members of the series, Butterfly Lounge Classic comes with a lower height and wider seat to provide exceptional comfort. With its traditional retro inspired frame it represents classic Danish design - simple and beautiful design.

The Butterfly series will add to the already successfully selling products in Japan such as the classic 8000 series and Session.

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 seating furniture with matching tables of a high quality and durability.

axona AICHI has been dedicated to enhancing the attractiveness of spaces all over the world by providing first-to-market functional furniture with leading edge design on the basis of rich experience and advanced technologies since 1939. axona AICHI is now determined to create world leading design and quality in expanding their business on the global market.

Photos for download:

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

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