

MAGNUS OLESEN BRINGS THE 1980s BACK TO LIFE WITH THE RELAUNCH OF THE ICONIC 8000 SERIES CHAIR DESIGNED BY RUD THYGESEN & JOHNNY SØRENSEN

ORIGINALLY LAUNCHED IN 1981 BY MAGNUS OLESEN, THE 8000 SERIES CHAIR IS A DESIGN ICON WHICH IN MANY PEOPLES PERCEPTION PLAYED A VITAL ROLE IN DEFINING FURNITURE DESIGN IN THE 80s.

In 2021 the 8000 serie chair celebrates its 40th anniversary and is relaunched in a new color concept. Originally the chair was launched in a classic 80s color palette with lacquered beech and either blue, red or yellow seat. However, a set of complimentary colors from the designers' hand never got to see the light of day. They are now brought to life in a relaunched line in 2021. This year we complete the originally intended color combination of the 8000 series chair with Rud Thygesen and Johnny Sørensen's own color choices as well as muted colors that complement the entire collection and speak into the trend of today's day & age.

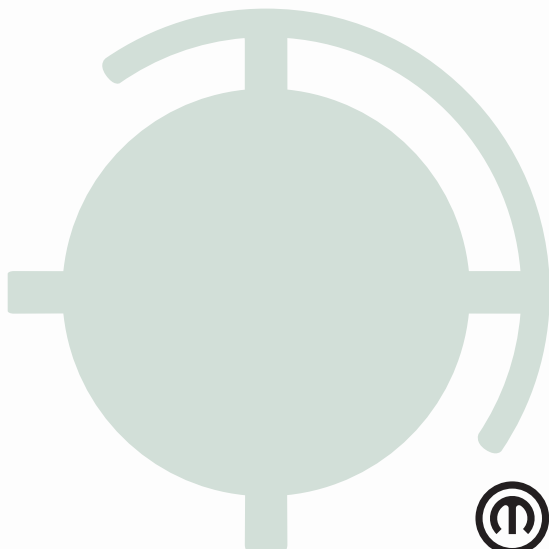
The 8000 series chair's characteristic expression and design was at its time a breakthrough in Danish furniture art, and helped to define furniture design for an entire decade. The design expression of the 1980s is on its way back into today's interior - taking single details from the aesthetics of the 80s - e.g. a colored chair or vase as a colorful kick to the decor. The chair's functionality as stackable remains and today it is even produced with FSC®-certified beech (FSC®C131817). It is now launched in 9 selected colours.

8000 SERIES CHAIR THROUGH TIME

The 8000 series as a design has over time become an integral part of the DNA of Magnus Olesen as a company, and the chair was originally made as a proposal for a modern café chair for the iconic Café Victor in Copenhagen. It was Flemming Olesen who found the perfect solution for the chair's construction at the factory in Durup (Denmark). Flemming became so preoccupied with finding the perfect construction for the chair that he spent all his waking hours coming up with the best way to assemble it. As a final result, Magnus Olesen managed to produce an original and modern chair that combines lightness, durability as well as a wide range of usage that was the distinct characteristic of the classic café chair. This specific way of constructing furniture was even patented in 34 countries - which is very unique within furniture manufacturing.

"We are delighted to bring one of our design icons to life with a modern look, and this chair from 'the golden boys', as Rud and Johnny were called at the peak of their careers, is still extremely relevant in both its functionality and aesthetic expression even some 40 years after its creation."

Nils Knudsen. Owner and CEO of Magnus Olesen A/S.



MAGNUS OLESEN

ART AND FURNITURE DESIGN MERGES IN COPENHAGENS FURNITURE CENTRE 'FREDERIKSSTADEN' - FRITZ BORNSTÜCK X 8000 SERIES CHAIR

In a classic 'Frederiksstaden' setting in Copenhagen, Magnus Olesen strives to merge art, culture and furniture design: for 3daysofdesign, Magnus Olesen collaborates with the renowned, Berlin based artist, Fritz Bornstück who in his art translates the 8000 chair's color concept and Magnus Olesen's values of producing timeless furniture with longevity. For this collaboration owner and CEO of Magnus Olesen, Nils Knudsen and Fritz Bornstück meet for a design talk about the colors of the decade and the 8000 serie chair's new color concept. Curator, Nanna Balslev Strøjer, moderates the talk.

ABOUT FRITZ BORNSTÜCK

Fritz Bornstück (b. 1982) graduated from the 'Universität der Künste', Berlin. His work can be found in various international collections, including the 'Arken Museum', Denmark. Fritz Bornstück's paintings and ceramic works are also frequently exhibited at the renowned 'Galerie Mikael Andersen' in Bredgade, Copenhagen where he for a number of years has been associated with several exclusive exhibitions as a result.

ABOUT NANNA BALSLEV STRØJER

Nanna Balslev Strøjer is a Danish curator and copywriter, living in Copenhagen. Her work is based on an interest in exploring and expanding the intersections between the aesthetic disciplines - especially between visual art and design. Nanna holds a MA degree in curation as well as a BA in philosophy and a MA in Modern Culture and Cultural Communication.

ABOUT MAGNUS OLESEN

Magnus Olesen A/S was founded in 1937 with a strong believe in Danish design and craftsmanship. It is today a well-reputed furniture company, developing and manufacturing design furniture of high quality and durability.

Over the course of time it has worked with well-respected designers such as Ib Kofod-Larsen and Rud Thygesen & Johnny Sørensen - always remaining true to its design roots but still keeping up with the developments of time. Due to its design history, Magnus Olesen A/S has built an extensive portfolio of both Danish classics as well as contemporary designs.

Today, the designs can be seen in a multitude of architectural projects as well as in private homes.

Magnus Olesen has always been focused on longevity and sustainability - good design, that lasts. The company has its production in Durup, Denmark. The Showroom of Magnus Olesen is placed in beautiful surroundings of Frederiksgade 7 in Copenhagen.



SHOWROOM

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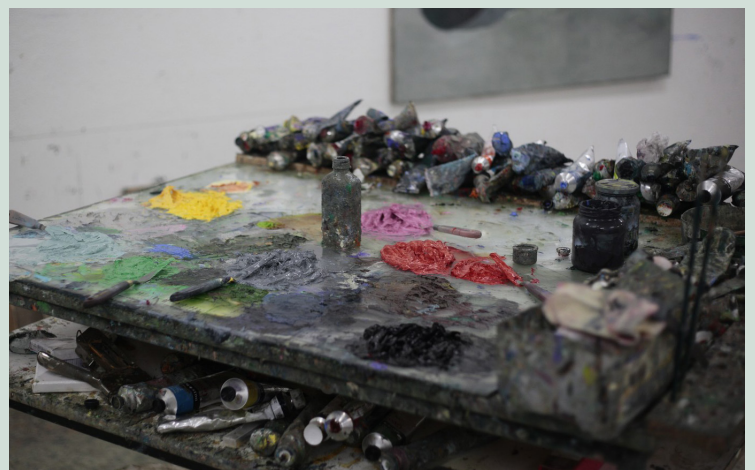
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PRICE 8000 SERIES COLOUR

435 EUR excl. vat per chair.



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