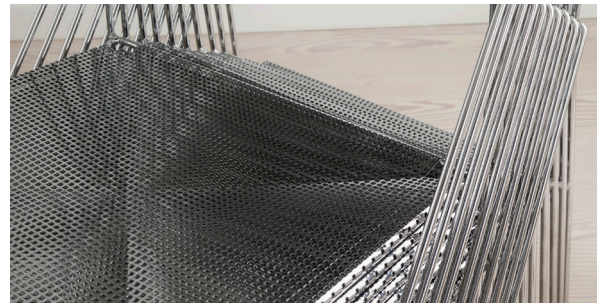


X-LINE - A STRINGENT LINE IN DANISH DESIGN

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With its iconic design expression, the X-Line chair has been loved among design enthusiasts since 1977. In 2022, the iconic hightech design darling, X-Line, is brought to life again from the archives at Magnus Olesen in four exiting new variants.



X-Line was designed in 1977 by Danish furniture designer, Niels Jørgen Haugesen (1936 - 2013). Since its creation the chair has attracted attention in both Denmark and on the international design scene, as well as amongst stylist. In 2022, the X-Line will be relaunched in the original design expression in chromium-plated and with respect for the original design and craftsmanship, in four monochrome colors that are also suitable for outdoor use.

HIGHTECH: THE NEW 'GOLDEN AGE' FOR DANISH FURNITURE DESIGN

Up until the 1970s Danish furniture production was mainly based on wood furniture and it was time for something new. X-Line thus came to represent the high-tech era of furniture design that characterized furniture from the time of the late 70s and early 80s and some 40 years after its creation the X-Line still appears as an iconic design piece and a popular design item on the vintage market.

The chair's construction is based on a simple and logic design with the iconic X in the middle of the chair, as an important part of the chair's function, strength and iconic design expression. The use of a thin metal wire in the construction was an idea Niels Jørgen Haugesen got from the shopping carts of the 1970s, where the thin metal wire gives the X-Line

a beautiful, industrial look. For the chair's seat and back in perforated steel, Niels Jørgen found inspiration from his then wife, artist, Gunvor Haugesen, who weaved her crafts on a thin perforated steel plate.

Such a material minimalist chair requires a strong and carefully thought-out construction to be able to last - a design approach that Niels Jørgen mastered to perfection and spent many hours refining.

In 1987, the chair was awarded the ID prize (Danish Design prize) for best design by the Danish Design Council, and over the years it has been part of interiors and exhibitions at museums in Denmark and internationally, including Design Museum Denmark (DK), Louisiana (DK), Danish Design Center (DK), Trapholt Museum (DK), Stedelijk Museum (NL), Musée des Arts Décoratifs (FR), Die Neue Sammlung (DE) and MOMA (US).

"It is an honor for us to relaunch a chair like the X-Line with all its unique qualities and iconic design expression. A chair is not just a chair, but must touch something in us and make an impression where it is placed – Niels Jørgen Haugesen really managed to do this with X-Line". - Nils Knudsen, owner and CEO, Magnus Olesen A/S.



MAGNUS OLESEN

ABOUT NIELS JØRGEN HAUGESSEN

Form and function were crucial for Niels Jørgen Haugesen's design approach. An approach he adopted when he worked at Arne Jacobsen's design studio in the 1960s.

Niels Jørgen Haugesen recognized himself as functionalist, but his work was also characterized by a distinctly humanistic approach, where he rethought and challenged current construction principles. For him it was important that his design creations appealed to our senses and touched something in us. As a cabinetmaker and furniture designer, he mastered both the construction of furniture and the aesthetic expression, which also gave him his own design language. Today, Niels Jørgen Haugesen is known for his industrial designs, where the X and the thin steel wire are a common expression in many of his design creations. In his time, Niels Jørgen Haugesen managed to create his own design identity, which continues to make his work extremely relevant to this day.

RELEASE OF THE YEAR: X-LINE - A STRINGENT LINE IN DANISH DESIGN

In a classic setting in Frederikstaden, Magnus Olesen welcomes this year's relaunch. The iconic X-Line chair is relaunched in its original expression and complemented by four variants in monochrome colours.

Hear Christian Holmsted Olesen, Head of Exhibitions and Collections at Designmuseum Denmark, in a conversation with owner and CEO of Magnus Olesen, Nils Knudsen, about Niels Jørgen Haugesen's work as a designer and the story of the iconic X-Line chair. See also the X-Line exhibition in collaboration with Magnus Olesen's other design classics from the 50s, 70s and 80s as well as modern designs such as the Ø chair, the Freya Series and the Pause chair in new composite material. From Monday 20 June, X-Line can also be experienced at Designmuseum Denmark as part of the outdoor café environment.



ABOUT MAGNUS OLESEN

Driven by a passion for design, functionality and good craftsmanship, Magnus Olesen represents furniture design and local production with a focus on sustainability and collaboration with leading designers such as; Ib Kofod-Larsen, Niels Jørgen Haugesen, Rud Thygesen and Johnny Sørensen, Niels Gammelgaard, Busk + Hertzog, Says Who and Øivind Slaatto and more.

Furniture produced by Magnus Olesen is found in more than 20 countries, in architectural projects and points of sale as well as in showrooms in Copenhagen and Stockholm. In 2022, the company employs approx. 50 employees and maintains production in the North Jutland in the town, Durup.

SHOWROOM

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X-LINE PRICES

525 EUR incl. VAT per chair.

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