

TOTALLY OFF OR GENIUS - THE FORGOTTEN DECADES IN FURNITURE DESIGN

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3daysofdesign



Since 1937, Magnus Olesen A/S has produced furniture in a functional, durable and aesthetic design - with production in Denmark. Magnus Olesen A/S was founded with a strong belief in Danish design, craftsmanship and quality.

Due to its design history, Magnus Olesen has built up an extensive portfolio of Danish classics and modern designs. Especially from the 1970s/80s, decades which were in a way ground-breaking for design as well as for Magnus Olesen as a company.

For 3daysofdesign this year, we are showing classics from our *Archive* in an inspiring exhibition with our new designs.

We invite you to experience furniture design from the 1970s/80s and discover how these decades still have an influence on how we decorate our interiors today.

Since the beginning, Magnus Olesen has always worked together with reputable designers such as Ib Kofod-Larsen in the 1950s, Rud Thygesen & Johnny Sørensen and Niels Jørgen Haugesen throughout the 1970s & 80s and currently with Says Who and Øivind Slaatto - always remaining true to its design roots but still keeping up with the developments of time.

At Magnus Olesen, there has always been focus on longevity and sustainability. Good design that lasts. This year we are going back to our roots and

the company's DNA and history. We show how our design and quality can make furniture long-lasting and relevant through several generations.

A good example is the 8000 Series chair. Originally launched in 1981 and designed by Rud Thygesen and Johnny Sørensen, the chair is a design icon that, in the minds of many, helped define furniture design in the 80s. The 8000 series was part of the interior design of 'Cafe Victor' in Copenhagen and thus became part of culture and cafe life in the 1980s. 40 years later, the design language of the chair is still ultra modern.

The characteristic expression and design of the 8000 Series chair was, in its day, a breakthrough in Danish furniture manufacturing, and it helped define furniture design for an entire decade. The design of the 1980s has really made its way into the consciousness of the Danes again, where today we use the best parts of the aesthetics of the 80s - a single color on a chair or a vase - as a colorful inspiration for the interior.

The 8000 series was relaunched in nine colours. The chair was originally launched in a classic look with lacquered beech and either a blue, red or yellow seat. But a set of colors from the hands of the designers never saw the light of day. Magnus Olesen completed the originally intended color composition of the 8000 Series with Rud Thygesen and Johnny Sørensen's own color choices - as well as new, muted colors that complement the entire color palette and speaks to the trend of the time.



MAGNUS OLESEN

"We are happy to be able to give one of our design icons new life with a modern expression - and this chair from 'the golden boys', as Rud and Johnny have been called, is more relevant than ever in both its functionality and aesthetic expression 40 years after its creation," says Nils Knudsen, owner and CEO, Magnus Olesen A/S.

Dan Turell – who adorns one of the posters from our *Archive* – was, among other things, known for his poems and readings at Cafe Krasnapolsky. This is where the X-line chair was first presented. The chair was relaunched last year in four exciting colors as well as classic chrome and awarded 'Comeback of the Year' at Design Awards.

Today we see quite a few elements from the 1970s and 1980s in our interior design. A simple chair from the era can help to complement a minimalist interior. Strong elements from the 1980s such as stripes, graphic elements and signal colors such as blue, red and yellow are taken up on a single chair or poster in the interior today.

It gives an idea of the 1980s, but in combination with the round shapes of the 1970s and natural materials such as wood, it becomes a more sensual experience than in the 1980s, when steel, glass and black surfaces gave the interiors a colder feel.

Colors. Round shapes. Clear lines. Graphic details. Elements which were a large part of the design at Magnus Olesen - and which we still see today and discover when we take the tour around our factory in Durup, Denmark.



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: Ib Kofod-Larsen, Niels Jørgen Haugesen, Rud Thygesen and Johnny Sørensen, Niels Gammelgaard, busk + hertzog, Says Who and Øivind Slaatto and many 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. The company employs approx. 40 employees and maintains production in Durup, Denmark.

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