

WELLNESS & WOOD: When natural design solutions contribute to wellness and wellbeing

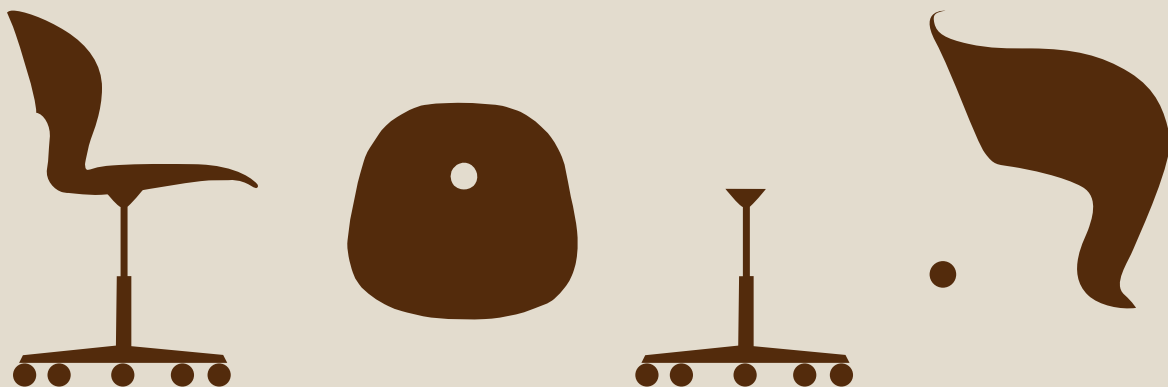
During *3daysofdesign 2024*, Magnus Olesen opens its doors to the exhibition 'Wellness & Wood', where poetic designs are displayed in beautiful surroundings in the center of Frederiksstad.

Based on '*wellness architecture*' and on how incorporating natural, sustainable elements like wood in interiors contribute to wellbeing in life and at work, the exhibition inspires with different interior settings. Experience solutions that help modernize office spaces and provide compelling working atmospheres - supporting a healthy life and ultimately work productivity.

Focus is on materials, wood and the positive impact design can have on wellbeing.

A combination of classics from Magnus Olesen's archive will be shown in an inspiring exhibition with newer designs and a new launch.

Get inspired by '*New Ways of Working*', where the right atmosphere for the modern workplace - at home at the office, or on the go - becomes decisive for our well-being when the workplace goes hybrid.



LAUNCH OF A POETIC OFFICE CHAIR

During *3daysofdesign 2024*, the popular Ø chair, designed by Øivind Slaatto in 2020, will be launched as a swivel variant, bringing a renewed view on the traditional swivel chair. With its simple and unpretentious design, Ø Swivel brings lightness and elegance to any interior.

Functionality is ensured without compromising on design both at home and at the office. The Ø chair was born from the result of a design collaboration between Øivind Slaatto and Magnus Olesen A/S with a focus on 'Design for Disassembly'. The Ø chair was nominated for 'Green Product of the Year' at the Design Awards 2020. The expansion of the series now offers the possibility of furnishing different areas in the same style.

“An expansion of the universe of the Ø chair to a swivel variant has been a natural extension of the creation process. The Ø chair was born back in 2020 in collaboration with Øivind Slaatto.”

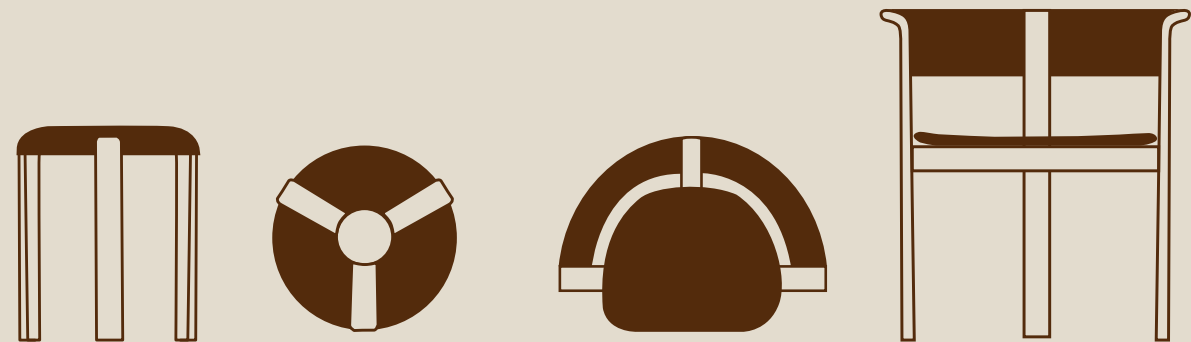
Nils Knudsen, CEO and owner of Magnus Olesen A/S

Ø Swivel is the modern swivel chair that is perfect for hybrid workplaces where you alternate between office hours and working from home. A poetic take on an office chair that fits particularly well to modern working life, where it adds homeliness and design to any interior. A practical and poetic solution, where the back of the chair in particular provides flexibility, as the chair is easily moved with a single hand – ideal for e.g. meeting rooms.

REVISITING CLASSICS FROM THE ARCHIVES

The newly launched Ø Swivel is shown in combination with classics from Magnus Olesen’s archive. What the classics have in common is that they all contribute with their solid design history and design expression, redefined in new relevance in combination with new designs.

Experience a new view on ‘The Collar Chair’ (1974) and corresponding stool, ‘Doughnut’ (1973). In addition, eye-catching design details of the popular ‘Mix’ table are being relaunched. A lightweight table made with minimal use of materials.



ABOUT MAGNUS OLESEN

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 – whether it’s in smaller interiors or for large conceptual architectural purposes.

The company was founded in 1937 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 and durability.

Magnus Olesen has always been focused on longevity and sustainability. The company has its production in Durup, Denmark. The Showroom of Magnus Olesen is placed in beautiful surroundings in Copenhagen.

SHOWROOM

Frederiksgade 7, st. th.
1265 København K

PRESS CONTACT

Alicia Egermann
ae@magnus-olesen.dk
+45 9189 2929

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