

Fredericia

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PRESS RELEASE

JANUARY 2017

Fredericia opens new rooftop showroom

In January 2017, Fredericia opens its doors to a new and exclusive showroom at the top of the historic former Royal Mail House in the heart of Copenhagen. On 1,100 square metres spread across two floors, Fredericia will present its entire brand universe for the first time with stories from its founding in 1911 until the present day. Visitors can experience everything from classic design icons to creative product news and an inspiring gallery with special highlights, such as Børge Mogensen's original 2213 sofa, which for many years stood in the designer's own home.

Copen Hagen Agency behind showroom concept

"Fredericia is a furniture brand with more than 100 years of history behind it and a large portfolio of furniture that spans designs by both new and established designers as well as those who are no longer with us. It was therefore necessary to find premises that could accommodate the entire Fredericia universe. The layout ranges from classic to contemporary, and from intimate to grand."

- **Peter Hagen, Creative Director**

The complete picture

"We have long held a dream of creating a place where tradition, aesthetics and creativity go hand in hand, and which really gives our guests a more complete picture of what Fredericia anno 2017 stands for. With the opening of our new showroom, this dream has become a reality." - **Thomas**

Graversen, second generation owner of the family business

International design brand

"Our new showroom at the top of the historic former Royal Mail House is an exclusive address that will help to manifest Fredericia as an international design brand with massive growth potential and high ambitions. For visitors, it is a unique opportunity to experience our entire collection for the contract and residential market, a creative workspace and a gallery with changing exhibitions. It will be a living showroom, and we look forward to welcoming architects, customers and other visitors from all over the world to experience our brand in this unique environment." - **Kaja Møller, CEO.**

Opening hours:

Tue-Thu

12:00-16:00

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