

Fredericia

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PRESSEMEDDELELSE

NOVEMBER 2016

NYE BILLEDER AF PON BORDSERIEN AF JASPER MORRISON

Siden grundlæggelsen i 1911 har Fredericia markeret sig med sine funktionelle og ærlige møbler tegnet i samarbejde med udvalgte internationalt anerkendte designere. Nu har det danske designbrand indledt et tæt samarbejde med den britiske designer Jasper Morrison.

Den nye Pon serie består af fire enkle runde borde i forskellige størrelser. Jasper Morrison er enkeltheds mester, så der er ingen pynt eller overflødige detaljer. Det mindste Pon bord er stort nok til en bog eller et glas, mens det største er et regulært sofabord. Pon kan både stå alene eller i en gruppe, så bordene skaber et smukt landskab i interiøret.

Jasper Morrison har tænkt Pon i massiv eg og ask, da det faldt ham indlysende at udnytte Fredericias mangeårige kompetence inden for møbelsnedkeri. Pon er en naturlig udbygning af Fredericias eksisterende kollektioner, der blandt andet præges af den danske designer Børge Mogensens (1914-1972) ikoniske træmøbler.

Designeren om designet

“Fredericia and Børge Mogensen were late but important discoveries for me. Mogensen, I now realise, is the quintessential Danish designer, capable of creating understated and beautifully proportioned furniture for living the good life – Super Normal before the term existed. He’s become something of a hero for me, and I’m very proud to be working for ‘his’ company.” – Jasper Morrison.

PON er i butikkerne nu.

PRODUKTSPECIFIKATIONER

Priser og mål (Ø/H) i cm

Ø35/36, from NOK: 4.756,-

Ø40/41, from NOK: 5.655,-

Ø45/46,5, from NOK: 5.946,-

Ø90/48, from NOK: 15.470,-

Materiale

Eg: sæbe, olie, hvid olie, lakeret, sortlakeret, røget/olie

Ask: sæbe, olie, hvid olie, lakeret

PRESSEKONTAKT

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Følge os på

fredericia.com / [facebook](https://www.facebook.com/fredericia) / [Instagram](https://www.instagram.com/fredericia) / [LinkedIn](https://www.linkedin.com/company/fredericia) / [Pinterest](https://www.pinterest.com/fredericia).

ABOUT FREDERICIA

A fusion of thought-inherited properties and innovative ideas is what Fredericia stands for today. Founded in 1911, Fredericia has always been a family owned and managed company. From its modest beginnings as a Danish upholstery workshop, to becoming a major force in the emerging shape of Danish Modern in the 1950s, to today, where the Fredericia name has become a truly international brand.

Our proud history of design continues every day as we strive to create the modern originals of tomorrow. The combination of talented designers, our personal approach during the development stage, and a network of production partners that employ the latest technologies, guarantees unparalleled excellence.

Our history, personality and commitment to quality is reflected in every piece of furniture that leaves our factory.