

Fredericia

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PRESS RELEASE

NOVEMBER 2016

PON – A NEW TABLE COLLECTION BY JASPER MORRISON

Since 1911, Fredericia has been revered for its functional and honest furniture design, created in collaboration with a select group of internationally renowned designers. Now Fredericia has initiated a partnership with the British designer Jasper Morrison.

Jasper Morrison is a master of the understated, simple and straightforward look, and Pon is a clear example of this approach. There is no decoration or superfluous detail here, just a table, which works as a stand alone solution or grouped together to forming a contemporary interior-landscape. The smallest Pon table is large enough for a glass or a book, while the largest is a regular sofa table.

Jasper Morrison has designed Pon in oak and ash, as it seemed obvious to him to exploit Fredericia's long-standing competences within fine furniture-making. Pon is a natural continuation of Fredericia's existing collections, which are influenced by, among others, the Danish designer Børge Mogensen's (1914-1972) iconic wood furniture.

Jasper Morrison on his design

"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."

Pon is available in stores now.

PRODUCT DETAILS

PRICES and DIMENSIONS (ø/H) in cm

ø35/36, from EUR: 575,-

ø40/41, from EUR: 685,-

ø45/46,5, from EUR: 727,-

ø90/48, from EUR: 1.847,-

MATERIALS:

Oak: Soap, oil, white oil, lacquered, black lacquered, smoked/oiled

Ash: Soap, oil, white oil, lacquered

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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.