

Fredericia

1 9 1 1

PRESS RELEASE

FEBRUARY 2016

TARO – NEW DINING TABLE BY JASPER MORRISON

Throughout its 114-year history, Fredericia has been renowned for its functional and honest furniture designed by Danish and foreign designers. The Danish furniture manufacturer has now started working closely with the British designer Jasper Morrison.

Jasper Morrison is a star on the international design scene, but his approach to and views on design have much in common with the understated Scandinavian design tradition. The same can be said of the new dining table called Taro, he has designed for Fredericia.

Throughout Fredericia's long history, wood has been worked to perfection and still forms one of the main centrepieces of the company's furniture production. Therefore Jasper Morrison proposed designing a dining table in solid, knotless oak.

Fredericia wanted to produce a solid wood dining table with a minimum of wastage using valuable prime-grade oak. The tree is often more than 150 years old when felled, and there was a wish on both sides to take as responsible an approach as possible to the way in which the table should be produced.

This resulted in longitudinal machined grooves along every third stave of the table surface, so that the table is in effect divided into 18 cm wide sections. This optical reference to traditional plank tables makes it possible to use narrower staves for the table top, thereby minimising the offcuts which are otherwise unavoidable when producing wide, knotless planks.

Taro has been designed in three sizes to meet the needs of different rooms.

Taro is Jasper Morrison's take on a dining table that seeks to continue the heritage of Børge Mogensen's iconic shaker tables. A table created from the same solid materials and with the same strong focus on its daily function and use, whether in the kitchen, the dining room or the living room. A natural gathering point for meals, inspiring conversations or festive get-togethers. A table which patinates naturally and elegantly, and which can withstand daily wear thanks to the hard structure of the oak.

STOCKHOLM FURNITURE FAIR 2016

Jasper Morrison has curated and designed Fredericia's stand at this year's Stockholm Furniture Fair. On the stand, Morrison offers his vision of how the Fredericia collection can be presented in his spirit. The stand will be used to showcase a number of new pieces of furniture from Space Copenhagen, Hugo Passos and, not least, Jasper Morrison himself.

On his collaboration with Fredericia, Jasper Morrison says:

"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."

Thomas Graversen, owner and design director at Fredericia, says:

"Today, Fredericia embraces many designers with various perspectives, but Jasper Morrison's design appeals in particular to our inherited understanding of good design. At the same time, he is one of the most forward-thinking of contemporary designers. On several occasions, Morrison has successfully developed what have come to be heralded as modern archetypes, all without undue aesthetic noise. Therefore, we are obviously thrilled to have entered into close cooperation with Morrison, and it will undoubtedly influence the future development of the company."

PRODUCT SPECIFICATIONS

Taro A

Materials: Oak soap, oil, white oil, lacquered, / smoked oak oil

Dimensions: L: 180 cm / W: 80 cm / H: 72 cm

Recommended retail prices incl. VAT: from EUR 2,581,-

Taro B

Materials: Oak soap, oil, white oil, lacquered, / smoked oak oil

Dimensions: L: 220 cm / W: 93.5 cm / H: 72 cm

Recommended retail prices incl. VAT: from EUR 4,081,-

Taro C

Materials: Oak soap, oil, white oil, lacquered, / smoked oak oil

Dimensions: L: 280 cm / W: 93.5 cm / H: 72 cm

Price: Recommended retail prices incl. VAT: from EUR 5,144,-

CONTACT

To find your nearest dealer, please visit www.fredericia.com, where images and press releases are also available for download.

For further information, please contact:

Jakob Hundborg

Réplique

+45 4054 5496

jh@replique.dk

See more at 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.