



Swedish design trio Jantze Brogård Asshoff creates an interactive dining space in Milan:

”Clever design reunites the family around the dining space”

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Jantze Brogård Asshoff

Transit

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Starting off with colour, the Swedish folk tradition and a passion for enjoying a good meal, Swedish design trio Jantze Brogård Asshoff has created new products for the dining space, ranging from table ware to seating, a dining table and storage.

“We want to create a dining space with a positive feeling that raises people’s curiosity and makes them want to sit down and enjoy family and friends around a meal”, Hanna Brogård explains. She is one of the designers behind Sweden’s new and hot design brand Jantze Brogård Asshoff. “People tend to spend less time around the dinner table. We want to raise the question and start a debate!”

The product concept “Make room for dinner” by Jantze Brogård Asshoff will be showcased internationally for the first time in stand C9 at the Salone Satellite during the Salone Internazionale del Mobile, April 16 to 21 in Milan.

The exhibition has a playful Alice in Wonderland touch. It raises questions and invites the visitor to touch and feel. What’s behind the large keyhole of the cupboard? What happens if I lift the lid of the wastepaper basket – or is it a bird box? Is that a sculpture or tableware? Or a wedding cake? Abacus or table leg?

Thematically and design-wise all products rest securely in the Swedish folk tradition. The combination of strictness and playful folklore gives the products a unique international design expression. The choice of materials and means of production has been done with the intention of minimizing the environmental impact of the products. Colour is an important part of the whole and has been kept in mind since the first sketching stage. The collection displays rich colours such as mustard yellow, cobalt blue and lawn green.

Jantze Brogård Asshoff were last recognized during the well-received exhibition Camp Site at Berns Salonger during the Stockholm Furniture Fair in 2008. Earlier products are currently in production by IKEA, Lintex, Olby Design, Wigells, Lampister, Almedahls-Kinna and GROK. Recurring themes and sources of inspiration in the design of Jantze Brogård Asshoff are tradition, nostalgia, memories and ties of friendship.

You are very welcome to experience the new product concept “Make room for dinner” in stand C9 at the Salone Satellite!

For further information, please contact:

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High resolution press pictures can be downloaded from www.jba-design.se

Jantze Brogård Asshoff is a design studio located in Stockholm, Sweden, founded in 2006 by Moa Jantze, Hanna Brogård and Johanna Asshoff.

Jantze Brogård Asshoff strives to beautify and simplify our surroundings to improve everyday life. We create sophisticated, useful products with a poetic soul and playful character. Our backgrounds from different parts of Sweden will always be a great source of inspiration. We like to mix modern with traditional, folklore with decadent luxury and regional Swedish handicraft with industrial production.