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Pal - the chair that becomes your friend

A new dining chair by Mathieu Gustafsson for Stolab that puts simplicity first.

When Mathieu Gustafsson presented the Sture chair for Stolab in 2017, it didn't just mark the start of a successful design collaboration, a friendship began to take shape. Now Mathieu returns with Pal, a dining chair that feels like a natural continuation of that conversation: pared-back yet warm, simple yet thoughtfully crafted. Pal plays its part in a reliable and effortless way - like a good friend you can always count on.

- "Our friendship with Mathieu goes back a long way, and I have great respect for him both as a person and as a designer. His sense of proportion, materials, and function is unique. Having Pal join our collection feels like welcoming another friend - a chair we are proud of and believe many will enjoy," says Martin Johansson, CEO of Stolab.

A chair that knows its place

Mathieu himself describes Pal as a drummer - the musician who stays a bit in the background but is essential to the whole. - "I see Pal as a bit like a band member - quiet but crucial. It keeps the rhythm of the room," says Mathieu. It's a fitting way to understand the chair: robust in its function, yet with a character that brings harmony to a space. It's designed to adapt to wherever it's placed - present wherever life unfolds, whether in the home dining room or in public environments.

Mathieu's design language - searching for the essence

The design is grounded in Mathieu's familiar ambition to strip things back until only the essence of an idea remains. In Pal, this drive for reduction meets a clear design solution: the chair is consistently shaped from a flat oval profile - a form somewhere between round and rectangular. The shape is carefully balanced - nothing superfluous and never at the expense of usability. A design that is both adapted for production and retains its distinct identity.

Småland thinking - function and finesse

There is a particular pragmatism in Småland craftsmanship, says Mathieu - not frugality, but an ability to resolve production and pricing without compromising on quality. That mindset has become part of Pal's DNA. By engaging in discussions early in the process with those responsible at the factory, they arrived at a form that was production-friendly - and therefore also possible to offer at a reasonable price point. A clear example is the choice to combine wood species: the backrest in oak and the remaining parts in birch. In this meeting, both beauty and a thoughtful pricing strategy emerge. For Mathieu, it was primarily an aesthetic decision - to let different woods interact with one another. That the pricing also becomes advantageous is simply an added bonus. In addition to the mixed version, Pal is also available entirely in birch or oak.

A chair for many rooms

The versatility of Pal is clear: the model is available with or without armrests and can be chosen with or without an upholstered seat. This makes the chair relevant across a wide range of environments - from private dining rooms to cafés, meeting rooms, or public interiors where a discreet yet dependable chair is desired. The design doesn't seek to demand attention; it aims to support the whole and create an inviting atmosphere.



The name - simple warmth

Pal feels like the perfect name. Short, clear, and rich with associations of friendship - a companion you can always rely on. The name also connects to the relationship between designer and manufacturer; to the friendship that began with the Sture chair and now grows into an even closer collaboration.

Product information: Pal

Material: oak and birch

Surface treatment:

Pal oak - Natural oil & White oil

Pal birch - Light matte lacquer, Toffee Coffee, Lingon, Cream White

Pal mixed birch & oak - Birch: Toffee Coffee, Lingon & Black. Oak: Natural oil

Height: 81 cm

Width: armchair: 54 cm, chair: 46 cm

Recommended retail price: from 455€

Available from: week 6

Pal armchair, birch Lingonberry, seat Alto Tornado



Pal chair, oak natural oil, seat Elmosoft dark brown

Pal chair, oak white oil, seat Alto Driftwood



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