

A photograph of a window with light blue curtains. In the foreground, a brown leather chair is partially visible. The text "Step into the Garden of Swedese, where Swedish Design Blooms" is overlaid on the image in white.

Step into the Garden
of Swedese, where Swedish
Design Blooms

SWEDESE

The chaffinch's spring song echoes through the sheer, sky-blue fabrics. Pale yellow steppe lilies rise above ferns and moss. Step through the arches into Swedese's garden, where Swedish design and craftsmanship are in full bloom.



During 3daysofdesign, Swedese proudly presents its new releases, Origin and Serpentine – furniture designed and crafted in Småland.

Serpentine began with an S-curve sketched in pencil and a gut feeling. That flowing line eventually evolved into a slender lounge chair supported by thin steel legs, designed by Broberg & Ridderstråle. The design language may appear simple, but the attention to detail is immense. Steel tubing sweeps seamlessly around the S-shaped shell, finally landing on small stainless steel feet that catch and reflect the light.

“The idea behind Serpentine was to create a lounge chair that connects to the Scandinavian design heritage while also looking ahead and feeling contemporary at the same time,” says Johan Ridderstråle.

Serpentine is upholstered in sheepskin, fabric or leather and the armrest is available in natural wood or wrapped in leather, offering different expressions from the same foundation.



“Like a blend between a Volvo 745 and a Fiat 500” – that’s how designer Matti Klenell describes his latest creation, Origin. A furniture series that is both light and generous, Swedish and Italian at the same time. The rounded forms rest on molded wooden legs that peek out at the base and become part of the overall expression, much like the detailed stitching on the armrests.

“Origin is both restrained and lively – it’s many things at once while also being quite minimal. It’s not very large in scale, but it feels incredibly generous when you sit in it,” says Matti Klenell.

The series includes a sofa, an ottoman, and a lounge chair.

For more information and high res. images,
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