

COLOURFUL NEWS FROM THE STRING FAMILY

This year's news from String Furniture is a String Pocket in neon metal – a String Pocket that for sure will steal the show. The bright neon colour stands in contrast to the existing and more subtle colour palette. Thanks to the new design with perforated metal shelves it opens up for bringing String Pocket into new rooms.

During the design fair, IMM Cologne, String Furniture presented its first pocket shelf all in metal – *String Pocket metal*, an interpretation of Nisse Strinning's last design by designers Anna von Schewen and Björn Dahlström. The metal assortment grows even larger with the eclectic colour *neon*. The fluorescent neon colour clearly stands out from the existing String Pocket shelves colour palette. Thanks to a consistent use of well-balanced undertones, the neon coloured shelf fits right in with the other colours and products in the assortment.

The new design made entirely from metal makes the already versatile and adaptable shelf even smarter with added storage possibilities.

-Since metal can be surface treated in several ways, String Pocket is now more robust which has enabled for usage in kitchen and bathroom. We wanted to elaborate further on the simplicity and rationality of the shelf by producing it out of one plate of metal, making the shelf stronger and more durable, says Anna von Schewen, architect and designer.

The challenge the design duo faced was to develop an already existing design where they wanted to keep the essence of the original design with its characteristic features.

-It is a very special project that is all about respecting an existing design. The new metal shelves are supposed to blend into the classic and simple design rather than contribute with a new type of design – String Pocket has such a strong identity and we didn't want to spoil that, says Björn Dahlström.

Product information String Pocket metal neon

Design: Nisse and Kajsa Strinning, Anna von Schewen and Björn Dahlström

Material: Powder coated panels, shelves in lacquered metal

Dimensions: W: 60 cm, H: 50 cm, D: 15 cm

About Kajsa & Nisse Strinning

The architect and designer Nisse Strinning (1917-2006) is one of the 20th century's most interesting and ground-breaking Swedish designers. During the 1940s he was studying architecture at the Royal Institute of Technology in Stockholm, where he met the designer Kajsa Strinning (1922-2017). In 1949 they designed the String Shelf as a contribution to a competition, announced by publishing company Bonnier, that they later won.

About Anna von Schewen

Anna von Schewen is educated at Konstfack in Stockholm and founded her own design studio in 1997. She has collaborated with several of Sweden's most renowned design brands and numerous international leading design brands. Anna von Schewen has won multiple architect and design awards and is known for being one of Sweden's most progressive and experimental designer. Anna von Schewen has designed products, interiors, exhibitions, private villas and furniture since 1997.

About Björn Dahlström

Björn Dahlström is one of Sweden's leading designers and he founded his design studio in 1982. He has received several awards and he has designed a wide range of products such as furniture, bicycles, toys and kitchen utensils. His creations can be seen at various museums around the world such as the National Museum in Stockholm and the Victoria and Albert Museum in London.

About String Furniture

String Furniture is a leading Scandinavian design company that produces the flexible and functional String® Shelving System – one of the most beloved design classics from the 20th century. Designed by Nisse and Kajsa Strinning in 1949. String Furniture collaborates with several award-winning designers, such as Anna von Schewen, Björn Dahlström, TAF and Mats Theselius. Sustainability is important for String Furniture and therefore they work towards having a fully Möbelfakta certified assortment, which is their contribution in making the furniture industry a bit more sustainable.

For more information, go to www.stringfurniture.com

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