

Gärtnäs

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GÄRSNÄS EMBARKS ON NEW JOURNEY – EXPERIENCE EXHIBITION “HOUSE OF GÄRSNÄS” DURING STOCKHOLM DESIGN WEEK 2021



Crafting furniture since 1893, Skåne-based Gärtnäs is one of Sweden’s oldest furniture producers. The Gärtnäs collection contains several design classics, and its furniture has long been a favorite among architects and other players in the contract industry. In 2021, Gärtnäs is striding onto a new playing field, now selling its exclusive design furniture directly to the end consumer. In conjunction with Stockholm Design Week, the new initiative and vision will be presented in the exhibition *House of Gärtnäs*, curated by designer Nina Jobs.

Gärtnäs has been owned and operated since 2003 by Anna and Dag Klockby, who have worked intensively with product development and renewing the venerable brand over the years. Through inspiring and engaging collabs with prominent designers, they have developed and laid the foundation for new forward-looking furniture collections, while at the same time drawing inspiration from Gärtnäs’s long history and design DNA. Gärtnäs works with acclaimed designers such as David Ericsson, Matti Klenell, Inga Sempé, Pierre Sindre, Nina Jobs, TAF Arkitekter, Färg & Blanche, David Regestam and – last but not least – the legendary Åke Axelsson, who has designed more than 200 chairs in his career and created interiors for the Riksdags Library, Carl XVI Gustaf’s Jubilee Room at the Stockholm Palace, and Sven-Harrys konstmuseum. In 2003, Åke Axelsson also became a partner in Gärtnäs – a company he began designing for back in 1963.



“For quite some time, we’ve been eager to present our furniture to a wider target group outside the market that we traditionally work with,” says Anna Klockby, co-owner and marketing director of Gärsnäs.

Turning to the consumer market is a natural step for Gärsnäs, as they have seen sharp increase in demand for their furniture – and for Swedish-produced design in general – on the end-consumer level. Initially, their focus will be on the Scandinavian consumer market, but the goal is to grow organically internationally as well.

“By expanding and taking further steps into the retail market, we will be able to offer design furniture from our high-quality Swedish production to more target groups than before. With the growing demand for Swedish design, Gärsnäs will be a natural go to brand for the end-consumer,” says Dag Klockby, co-owner and CEO of Gärsnäs.

To kick off the new chapter in Gärsnäs’s history, the brand will be hosting the exhibition *House of Gärsnäs* in a heritage-rich apartment in a beautiful 17th century building, known as the Brandenburgska palace – at Skeppsbron 30 in the Stockholm Old Town, with a stunning view of the waterfront and Skeppsholmen.



“We’re finally making our dream of a showroom come true, where we can visualize and portray a home with our furniture. We’ve pulled out all the stops in our free interpretation of the living room, dining room, kitchen, home office and bedroom, using our furniture. Together with our designers, we’re portraying our philosophy, our vision and our thoughts about design, sustainability, quality, and the environment.” says Anna Klockby.



The *House of Gärsnäs* exhibition will be showcasing a selection of Gärsnäs’s most popular and iconic pieces in a milieu curated by designer Nina Jobs. The exhibition can be visited in person by booking a private viewing in Stockholm – or via a digital guide with the owners.

“We see this as the launch of our journey towards the end-consumer market, an introduction to Gärsnäs’s core values and design philosophy. We will be telling our story with the help of furniture that inspires, awakens feelings and generates wellbeing,” explain Anna and Dag Klockby.

chalk combined with a juxtaposition of different structures. In this way, each product wears a unique costume, for which the textiles are chosen with the utmost care. The exhibition will feel like a huge wardrobe of different expressions that are nonetheless connected and accentuate the owner every day,” says Nina Jobs.

Welcome to the House of Gärsnäs

“The apartment should feel comfy yet elegant, a space in which you’d like to spend a lot of time. My starting point was a natural color scale of eggshell, chalk white and

The *House of Gärsnäs* exhibition includes Gärsnäs products Emma, Kvilt, Madonna, Dress and Viva, among others.

Photos: Mike Karlsson Lundgren

Styling: Nina Jobs

For high-resolution images see Grand Relations [press room](#).

For more information or to request an interview, please contact Sanna Westin, Head of Accounts, Grand Relations, sanna.westin@grandrelations.com | +46 76 233 21 58

ABOUT GÄRSNÄS

Gärsnäs was founded in 1893 with the ambition to craft sustainable top-quality wooden furniture. Through the years, pushing the limits of what is possible with wood has become the Gärsnäs signature. With the watchwords “sustainability” and “craftsmanship”, the company collaborates with some of Sweden’s most outstanding designers and together they create furniture that challenges the present and lasts for generations. The furniture is built in their own factory in Österlen and showcased in the Gärsnäs showroom in Stockholm. The company is run by Anna and Dag Klockby together with Åke Axelsson.

Read more at garsnas.se