

LOOKBOOK

2018/2019

European



ICONS OF DENMARK

INTRODUCTION

Welcome to Icons of Denmark's Lookbook 2018/19.

Since our foundation in 2009, Icons of Denmark has become known as the London home of Danish Design for commercial interiors.

We work closely with a carefully considered circle of talented designers and craftsmen who hold a deep fascination for refined beauty, natural materials and functional design that the Danes pride themselves upon.

A lot has changed with us over the past few years, with new opportunities. Icons of Denmark have expanded our locations and team, as well as our collection and projects into the global market. This is partly due to our collaborations with contemporary Danish designers and producers to meet the desires of an international audience. It feels we are no longer following trends but helping set them. With us now producing furniture with expert craftsmen back in Denmark, the circle is complete.

We hope you enjoy your stay,

Jesper Møllgard Jensen
Owner, Icons of Denmark





MANIFESTO

What sparks originality?

Passion. Humour. Intelligence.

The desire for change.

What makes an icon?

Reverence. Worship. Obsession.

Resonance through time.

What creates master craftsmanship?

Care. Talent. Dedication.

What dictates skilled design?

Simple. Artistic. Uncontrived.

What do we want to create?

Stories that can be shared.



APPROACH

Ours is a love story.
A conversation of the past with the present.
An obsession with design, furniture and our homeland.
A desire to share this with the world.
Balancing the contemporary and the classic.
Rethinking materials, shapes, designs.
Uniting master craftsmen with modern audiences.
Originality as standard.
Let's turn the page.

The Collection



ECI Sofa / Kvadrat Tonica
Knock on Wood / Oak oil



ECI By Icons of Denmark

The ECI Sofa combines expressive proportions with deluxe comfort to create infinitely customisable modular seating.

Based on soft, rectangular elements, the design allows for multiple and easily reconfigurable arrangements. Each module can be connected together, even the back sides of the sofa – perfect for creating back-to-back solutions and optimising soft seating in areas with space constraints.

The high quality foam and detailed craftsmanship involved in the upholstery ensures the cushions always retain their original bouyancy and shape.

ECI is the perfect sofa for hosting informal meetings and work activities in a relaxed and comfortable setting.



ECI Sofa / Kvadrat Tonica
ECI Sofa / Kvadrat Coda



ECI Sofa / Kvadrat Tonica
Level Laptop Table / 10mm White compact laminate



Form Sofa / Kvadrat Foss



Form

By Peter Barreth

Inspired by the tight lines and minimalist aesthetic of Danish Modernism, Form creates a welcoming and long-lasting impression. The refined structure conceals a high-density premium foam cushioning along the armrests, seat and back – providing optimum comfort and marrying the squared form with a plush, relaxed functionality.

Fitted and stitched by our master-upholsterers in Horsens, Denmark; Form is the perfect choice for reception spaces – combining professionalism and exquisite precision.

Form Sofa / Sorensen Dunes Leather and Kvadrat Coda



“By intelligently simplifying the design to match the function
- we find the beauty of form.”





Form Lounge / Kvadrat Foss



Private High Back / Kvadrat Hallingdal



Private

By Peter Barreth

The Private sofa series was one of the first solutions created under the Icons of Denmark label, “The sofa was born out of London’s commercial interior design community. Their feedback on the original prototype shaped the function and form.”

With optional power integration, the Private provides a multifunctional space for the spectrum of solo workplace activities.



Private High Back Lounge Seater Box Set / Kvadrat Fiord and Colline



Private High Back Lounge Seater XL / Kvadrat Fiord and Colline





Arena

By Hans Thyge & Co

Arena is an elegant, minimalist expression of comfort. The sculpted curves of the polypropylene shell invite visitors to sit while the backrest softly cradles the sitter's postures – perfect for conference spaces, public areas and meeting rooms.



Arena Chair / Kvadrat Fiord and Rime

“The refinement of our designs are only really complete when they’re being used.”



Nam Nam

By HolmbäckNordentoft

The Nam Nam Collection is designed by HolmbäckNordentoft and named after the sushi restaurant for which it was created. The inspiration for the chair takes notes from Japanese nature and construction.

With a small footprint, the Nam Nam is perfect for adding more chairs to a table without sacrificing comfort.



Nam Nam Collection



Woodstock Meeting Table / Fenix Rosso Jaipur and oak oil



Woodstock Collection

By Hans Thyge & Co

Woodstock is an intelligent table series designed under the Icons of Denmark brand by Hans Thyge & Co. Produced specifically for the contract market, Woodstock presents a softer-feel meeting table that answers the demands of today's workplace.

Combining a solid oak column with a fixed cast-aluminium leg, Woodstock blends the distinctions between materials – connecting a refined industrial aesthetic with the natural rawness of crafted wood.

Woodstock High Table / Black linoleum and black lacquered wood
Nam Nam Classic Stool / Black lacquered and oak oil
Nam Nam Contract Stool / oak oil



Woodstock High Table / Black linoleum with black lacquered wood
Woodstock Round Table / Fenix Blue Fes and oak white oil wood

Nam Nam Wood Stool / Kvadrat Canvas
Nam Nam Contract Chair / Kvadrat Rime 26



Woodstock Flip Top Table / Iron laminate and oak white oil wood

Woodstock Flip Top Table / Iron laminate and oak white oil wood





Kant High Table / Fenix Black and black powder coated steel
Nam Nam Stool Collection



Kant Meeting Table / Black Linoleum and black powder coated steel

Kant Table

By Hee Welling

Simplicity – both in the visual expression and physical construction – was the key concept in the design of the Kant Meeting Table series by Hee Welling.

True to the principles of Danish Design, all embellishments have been removed from both frame and tabletop – creating an original and sleek expression. The fine lines draw a discrete contour across the Kant's environment, blending the table into its surroundings.





Kant Meeting Table / Black Linoleum and black powder coated steel



Forum Unlimited / Oak oil laminate



Forum Collection

By Hans Thyge & Co

The Forum Table series from Hans Thyge & Co is a beautiful balancing of organic expression and structural solidity. As the name suggests, the Unlimited series is not limited by size.

With soft, organically flowing lines, The Forum Table invites users to sit. The expert craftsmanship provides the robust structure; ready to withstand the rigours of the modern meeting space.



Forum Round / Pewter linoleum



Forum Meeting / Black linoleum



Firkant Pouf

By Peter Barreth

Firkant Poufs are a series of ottomans designed in small, medium and large sizes. 'Firkant' is the Danish word for square, but the actual shape of the poufs are a hybrid between a square and a circle, creating a softness to the product.

Firkant is a decorative and bold accent that perfectly complements lounge chairs and sofas, while also offering extra seating.

The Catalogue

Sofas

ECI by Icons of Denmark

Includes standard seating arrangements, as well as individual modules to create your own configurations



Form by Peter Barreth

Available as a 1, 2 and 3 Seater Sofa



Private by Peter Barreth

Available in high or low back. 1, 2 and 2.5 Seater Sofa



Tables

Woodstock by Hans Thyge & Co

Available as a boardroom, round meeting, flip top and high table



Forum by Hans Thyge & Co

Available as a barrel, square and round shape



Kant by Hee Welling

Available in a meeting table, high table or bench



Chairs and Stools

Nam Nam by Hombäck Nordentoft

Available in eight different styles of chair and stool



Arena by Hans Thyge & Co

Available in polypropylene shell, front and fully upholstered



Firkant Pouf by Peter Barreth

Available in small, medium and large



Coffee Tables

Knock on Wood by Peter Barreth

Available in oak or lacquered ash wood. Four different sizes.



Twist by Morten Flensted

Base available in powder coated black, white or brass with an oak, concrete or compact laminate table top.



Level by Hee Welling

Available in white or black, 10mm compact laminate



Change by Hee Welling

Available in white or black, 10mm compact laminate



Designers



Hee Welling, MDD

Hee Welling is a Danish designer educated at the University of Art and Design in Helsinki, Finland and the Royal Danish Academy of Fine Arts. He established his own studio in Copenhagen in 2003 and works within the fields of furniture, interior and industrial design. His work has been awarded several prizes, including – the Bo Bedre Design Award (Denmark), the Good Design Award (USA), the New Danish Art Foundation (Denmark) and he has been nominated Danish Designer of the Year 2013 by the Danish magazine – Boligmagasinet.

Philosophy & Approach

Asked about his studio's work, Welling suggests: "We create objects that are simple and useful, with an honest and careful use of materials. Each detail needs to have a purpose and a clean visual expression, defining the essence of each object and giving each piece of design a unique and strong identity. Everything is made with a respect and connection to our roots – the Scandinavian design tradition."



HolmbäckNordentoft

Background

Ulrik Nordentoft and Sebastian Holmbäck have been part of Denmark's flourishing design scene for almost two decades. After joining forces at the Danish Design School, they established HolmbäckNordentoft. Their work with furniture, lighting and interior design has earned them international recognition and several notable achievements, such as a Red Dot and the Best of the Best Design Award.

Philosophy & Approach

Their philosophy in their product design is to create long-lasting emotions: aesthetic elements generate excitement, and the solution's tactile nature builds a warm comfort. For HolmbäckNordentoft the design process can be compared to the making of a diamond: the finer the details, the better the product – all of which requires understanding, focus and the will to improve our surroundings.



Peter Barreth

Background

Peter Barreth is a Danish furniture & product designer based in Aarhus, Denmark. As a third generation upholsterer, Peter has followed in his father's footsteps – honing an invaluable education and adroit skills in furniture making.

Philosophy & Approach

With roots in traditional construction and upholstery techniques and a deep connection to Denmark, known the world over for its clean, unwavering principles in architecture and furniture design, Barreth reinterprets the mid-century design philosophy for the modern world – emphasising craftsmanship, detailing and natural materials to bring objects to life.



Hans Thyge

Background

Hans Thyge Raunkjær is an award-winning designer based in Nosminde, Aarhus. After receiving his training at the Danish Design School in Copenhagen, Hans worked as a stage designer for the theatre group “Dueslaget” in Denmark and collaborated with some of Italy's premier designers in Milan. Today, he leads his design studio, Hans Thyge & Co, a talented young collective that explores design through furniture, interiors and branding concepts.

Philosophy & Approach

For Hans Thyge & Co, all materials possess exciting properties that are to be challenged and brought out in the design process. They believe that design is a question of stimulating memories and dreams and paving the way for new design perspectives.



Morten Flensted

Background

Morten Flensted is a Danish industrial designer based in Åbyhøj, Denmark. After training as an industrial designer at Design School Kolding, Flensted established MFD, his own design studio in 2004. Here, Flensted designs furniture, lighting and electrical systems for a broad spectrum of locations and activities.

Philosophy & Approach

At the heart of Flensted's concepts is a focus on elegant simplicity, quality materials and a meticulous precision in craftsmanship. This leads to products that have a clean, organic form and offer an enduring positive experience.

WITH THANKS

Photographer: Gerrard Gethings

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Patrick Fairfield, Kvadrat Fabrics

JJ Locations