

# LOOKBOOK

## 2018/2019



## 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 / Peter Barreth / Icons of Denmark  
 Swoon Lounge and Ottoman / Space Copenhagen / Fredericia  
 No. 7 Lounge Chair / Ditlev and Anna Sibast / Sibast Furniture  
 Knock on Wood Coffee Table / Peter Barreth / Icons of Denmark  
 Karl Johan Lamp / Signe Hytte / New Works  
 Daphne Rug / Lisbet Friis / Fabula



ECI Sofa / Peter Barreth / Icons of Denmark  
 Level Laptop Table / Hee Welling / 8000C







"Our collection is a family. Each item forms a conversation with another."

ECI Sofa / Peter Barreth / Icons of Denmark  
Firkant Pouf / Peter Barreth / Icons of Denmark  
Primum Lounge Chair / Bent Hansen Studio / Bent Hansen  
O Table and O Table Mini / Dennis Marquart / Ox Denmark  
Myrtus / Lisbet Friis / Fabula



“Combining modern work styles with a flexible modular sofa,  
ECI is the perfect sofa to relax into work.”







Private High Back Sofa / Peter Barreth / Icons of Denmark  
 Elli Rug / Jens Landberg Schrøder / Fabula

"Warm and sheltered - Private High Back is the perfect escape from the busy office."







Adjacent Page:  
 Form Sofa / Peter Barreth / Icons of Denmark  
 O Table and O Table Mini / Dennis Marquart / Ox Denmark  
 Single Deck Coffee Table / Dennis Marquart / Ox Denmark  
 Primum Lounge Chair / Bent Hansen Studio / Bent Hansen  
 Petite Machine Floor and Table Lamp / Flemming Lindholdt Madsen / Made by Hand  
 Firkant Pouf / Peter Barreth / Icons of Denmark  
 Betula Rug / Lisbet Friis / Fabula



Form Sofa / Peter Barreth / Icons of Denmark  
 Petite Machine Floor Lamp / Flemming Lindholdt Madsen / Made by Hand  
 No. 7 Lounge Chair / Ditlev and Anna Sibast / Sibast Furniture  
 Fenris Rug / Jens Landberg Schröder / Fabula





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

Tembo Lounge Chair / Nørgaard & Kechayas / New Works  
Knock on Wood Coffee Table / Peter Barreth / Icons of Denmark  
Bamboo Rug / Massimo

Adjacent Page  
Form Sofa / Peter Barreth / Icons of Denmark  
Deck Table / Dennis Marquart / Ox Denmarq  
Twist Coffee Table / Morten Flensted / 8000C  
Kizu Lamp / Lars Tornøe / New Works  
Betula Rug / Lisbet Friis / Fabula







No. 8 Dining Chair / Helge Sibast / Sibast Furniture  
Betula Rug / Lisbet Friis / Fabula



“We’ve combined wood, metal and clean geometries with the durability required for the modern workspace.”

AC3 Chair / Hans Thyge & Co / Andersen Furniture  
Woodstock Meeting Table / Hans Thyge & Co / Icons of Denmark  
Betula Rug / Lisbet Friis / Fabula







“Each piece emphasises and supports the beauty and function of the designs around them.”



AC3 Chair / Hans Thyge & Co / Andersen Furniture  
 Woodstock Meeting Table / Hans Thyge & Co / Icons of Denmark  
 Primum Chair / Bent Hansen Studio / Bent Hansen  
 ASAP Chair / Johannes Foersom and Peter Hjort-Lorenzen / Paustian  
 Namnam Wood Base Chair / Holmbäck Nordentoft / 8000C  
 Betula Rug / Lisbet Friis / Fabula  
 Lantern Pendant / Anderssen & Voll / New Works





"We've studied the upholstery of the form - how it will move and fold with the user to create the ultimate in comfort."





"Danish Design is our legacy.  
We aim to make our design history part of yours."

J46 Chair / Poul M.Volther / FDB Møbler  
J48 Chair / Poul M.Volther / FDB Møbler  
J67 Chair / Ejvind Johansson / FDB Møbler  
J52G Chair / Børge Mogensen / FDB Møbler  
J80 Chair / Jørgen Bækmark / FDB Møbler  
C35 Table / Poul M.Volther / FDB Møbler







Primum Lounge Chair / Bent Hansen Studio / Bent Hansen  
Single Deck Table / Dennis Marquart / Ox Denmark  
Lantern Pendant / Anderssen & Voll / New Works  
Daphne Rug / Lisbet Friis / Fabula



Tembo Lounge Chair / Nørgaard & Kechayas / New Works  
Single Deck Table / Dennis Marquart / Ox Denmark  
Material Pendant / Nørgaard & Kechayas / New Works  
Fenris Rug / Jens Landberg Schrøder / Fabula

"Finesse for us is the quality of craftsmanship wedded to an obsession for good materials."

No. 7 Lounge Chair / Ditlev and Anna Sibast / Sibast Furniture  
Single Deck Table / Dennis Marquart / Ox Denmark  
Earth Bamboo Rug / Massimo







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





Woodstock Flip Top / Hans Thyge & Co / Icons of Denmark  
Pato 4011 Swivel Base / Welling-Ludvik / Fredericia



Woodstock Flip Top / Hans Thyge & Co / Icons of Denmark  
Woodstock Round Table / Hans Thyge & Co / Icons of Denmark  
Covent Chair / Rene Hougard / New Works  
AC3 Chair / Hans Thyge & Co / Andersen Furniture





Twist Coffee Table / Morten Flensted / 8000C  
 Covent Chair / Rene Hougaard / New Works  
 Lantern Pendant / Anderssen & Voll / New Works  
 Earth Bamboo Rug / Massimo  
 Woodstock Round Table / Hans Thyge & Co / Icons of Denmark



Workshop Lamp / A. Wedel-Madsen / Made by Hand  
 Smile Chair / Hee Welling / Nielaus  
 Daphne Rug / Lisbet Friis / Fabula  
 Woodstock Round Table / Hans Thyge & Co / Icons of Denmark





"We see the collection like our collaborations; each demonstrates a shared respect and passion for the materials, design and craft."

Woodstock High Table / Hans Thyge & Co / Icons of Denmark  
Pato 4312 Bar Stool / Welling-Ludvik / Fredericia

Adjacent Page  
Woodstock High Table / Hans Thyge & Co / Icons of Denmark  
Woodstock Round Table / Hans Thyge & Co / Icons of Denmark  
Woodstock Flip Top / Hans Thyge & Co / Icons of Denmark  
Pato 4112 Sled Base Chair / Welling-Ludvik / Fredericia  
Pato 4202 4 Leg Chair / Welling-Ludvik / Fredericia  
Pato 4312 Bar Stool / Welling-Ludvik / Fredericia





"Workplace owners are focusing on their  
colleagues' wellbeing.

Good design is vital in this process."

Woodstock High Table / Hans Thyge & Co / Icons of Denmark  
Woodstock Round Table / Hans Thyge & Co / Icons of Denmark  
Woodstock Flip Top / Hans Thyge & Co / Icons of Denmark  
Namnam Contract Chair / Holmbäck Nordentoft / 8000C  
Namnam Wood Barstool / Holmbäck Nordentoft / 8000C







Namnam Classic Chair / Holmbäck Nordentoft / 8000C  
 Primum Chair / Bent Hansen Studio/ Bent Hansen  
 ASAP Chair / Johannes Foersom and Peter Hjort-Lorenzen / Paustian  
 Søborg Chair / Børge Mogensen / Fredericia  
 Kant Meeting Table / Hee Welling / 8000C  
 Workshop Lamp / A.Wedel-Madsen / Made by Hand

Adjacent Page  
 Pato 4312 Bar Stool / Welling-Ludvik / Fredericia  
 Kant High Table / Hee Welling / 8000C  
 Kant Bench / Hee Welling / 8000C  
 Workshop Lamp / A.Wedel-Madsen / Made by Hand





ByKato High Table / ByKato / Andersen Furniture  
Namnam Wood Barstool / Holmbäck Nordentoft / 8000C  
Earth Bamboo Rug / Massimo



“Timelessness is reached through quality materials and cultivated design.”





ByKato Unlimited / ByKato / Andersen Furniture  
 Pato 4072 Executive Chair / Welling-Ludvik / Fredericia  
 Pato 4032 Arm Chair / Welling-Ludvik / Fredericia  
 Pato 4031 Arm Chair / Welling-Ludvik / Fredericia  
 Workshop Lamp / A. Wedel-Madsen / Made by Hand







“The office is not the home. Nor should it be. But with the right pieces workplaces can still be a place of inspiration and beauty.”

Forum Unlimited / Hans Thyge & Co / Andersen Furniture  
Pato 4072 Executive Chair / Welling-Ludvik / Fredericia





"Distinctive, organic and playful - how woods are supposed to be."

Workshop Lamp / A. Wedel-Madsen / Made by Hand  
TAC Chair / ByKato / Andersen Furniture  
AC2 Chair / ByKato / Andersen Furniture  
Forum Round Table / Hans Thyge & Co / Icons of Denmark  
No. 8 Dining Chair / Helge Sibast / Sibast Furniture  
S6 Sideboard / ByKato / Andersen Furniture







SI Sideboard / ByKato / Andersen Furniture  
 No.7 Sibast Lounge / Ditlev and Anna Sibast / Sibast Furniture  
 Karl Johan Lamp / / Signe Hytte / New Works  
 Helga / Lisbet Friis / Fabula



SI Sideboard / ByKato / Andersen Furniture  
 Woodstock Meeting Table / Hans Thyge & Co / Icons of Denmark  
 Primus Chair / Bent Hansen Studio / Bent Hansen  
 Betula / Lisbet Friis / Fabula  
 Petite Machine Table Lamp / Flemming Lindholdt Madsen / Made by Hand



MANUFACTURERS

8000C  
Andersen Furniture  
Bent Hansen  
FDB Møbler  
Danish Design Supply  
Fabula  
Fredericia  
Made by Hand

Massimo  
New Works  
Nielaus  
Ox Denmarq  
Paustian  
Sibast Furniture

WITH THANKS

Photographer, Gerrard Gethings  
Copywriter, Jack Andrew Lenton  
Styled by Kristina Haslund  
Patrick Fairfield, Kvadrat Fabrics  
JJ Locations