



STRING FURNITURE SHOWS VERSATILE STOOL BY YOUNG SWEDISH DESIGN SCHOLAR.

This year marks the 25th anniversary of the annual Ung Svensk Form (Young Swedish Design) award. String Furniture is the latest scholarship donor and has named architect and designer Daniel Odentia as its scholarship recipient. During Stockholm Design Week 2023, Odentia will also show the versatile Fager stool at String Furniture's stand. – It's important to challenge the status quo, that's what drives us forward. Just like when Kajsa and Nisse Strinning introduced String in 1949 with a design that broke with convention. That's why we're collaborating with Ung Svensk Form through a scholarship, in the same spirit. It gives a young Swedish designer the opportunity to ask questions and challenge, in design and function. But also to explore materials and sustainable manufacturing in Sweden, where String has a long tradition, says Bo Hellberg CMO at String Furniture.

Ung Svensk Form was established in 1998 with the main aim of broadening knowledge of young and innovative Swedish design and serving as a unique meeting place between innovative designers and the industry, media and public. Ung Svensk Form is aimed at young designers and creators working in Sweden or Swedish citizens working abroad and covers a very broad range of design and design. From product design, architecture, furniture, arts and crafts, glass and ceramics, to textiles, fashion, game design, graphic design and industrial design. The winners are selected by a jury and their work will be displayed for a year at design exhibitions, in museums and cultural centres around the country, combined with design talks and scholarship trips.

The String Furniture scholarship winner Daniel Odentia has - in addition to a cash grant - been given the opportunity to develop a prototype into a finished product and showcase it at the String Furniture stand during Stockholm Furniture Fair 2023. – It is a great opportunity to show my work to established players and a wider audience. The award has led to a great collaboration with String Furniture that I appreciate and hope will continue in the future, says Daniel Odentia.

Fager, which is the name of Odentia's winning design, is a versatile object that can be a stool, a side table or a colourful storage solution. Fager is made up of simple geometries that when put together create a clear and legible volume. Together with clear colours, it conveys an appealing directness. – I think it bears some resemblance to architecture or to a building; with legible volume, interior and facade. I am also attracted by the somewhat vainly undefined use; that it is a piece, reminiscent of a sculpture, with a directness that can stand alone in many different environments and can be used for many purposes, says Daniel Odentia. – Fager is a deceptively simple stool with strong duality - brand new, with an expression of stability and compact in size, yet full of character. A symmetrical shape that creates a dissonance, with a colour scheme that demands attention, says Bo Hellberg CMO at String Furniture.

About Daniel Odentia Daniel Odentia is an architect and runs the practice Room without a cause in Stockholm. In addition to buildings, he works with objects and interior design. He works in close relation to the material in the form of models and full-scale installations. Odentia was educated at Chalmers, UDK Berlin and KTH, where he now also teaches on the Bachelor of Architecture programme. He was named Concrete Designer of the Year 2015 by Concrete magazine.

About Ung Svensk Form Ung Svensk Form is Sweden's largest design competition for young designers. The project is carried out in collaboration with the City of Malmö and a wide range of exhibition organisers and scholarship donors. Among the scholarship donors are String Furniture, Kvadrat, Lammhults Möbel, Arvet, Massive Entertainment, Stiftelsen för Garverinäringens Främjande and Svenskt Trä and IKEA of Sweden.

Read more at <https://ungsvenskform.se>

About String Furniture String Furniture is a leading Swedish design company that creates and produces modern classics and furniture brands: String® one of the most beloved design classics of the 20th century and an icon from 1949, designed by Kajsa and Nisse Strinning, an elegant simplicity and ingenious design, as modern today as when it debuted. Museum™ by TAF Studio, originally for the reopening of the National Museum in 2019. Works™ inspiring and ergonomic workspaces designed by Anna von Schewen and Björn Dahlström Pira G2, originally designed by Olle Pira in 1954, in a reinterpretation by Anna von Schewen and Björn Dahlström in 2022. More than 95% of the String Furniture product range is made in Sweden from renewable, recyclable or recycled materials.

Read more at www.stringfurniture.com