

PRESSNOTE / MISSION

Eilersen in Danish-Japanese partnership



Eilersen is launching its Danish-Japanese sofa, Mission, at the Stockholm Furniture & Light Fair and subsequently through selected dealers throughout Scandinavia, Europe, Japan and the United States.

Eilersen has been on a new mission to Japan to talk with Actus - one of the country's most successful interior concept designers. The trip resulted in a collaborative sofa, which is both Danish and international, while remaining rooted in the famous Japanese simplicity. Its name is Mission, and the couch is a slightly lighter version of Eilersen's well-known sofas. The Mission is designed to underpin and cultivate the Japanese tradition of simplicity and harmony, in which the lines do not interfere with the design but rather enhance its function. With its stringent body, slender legs and eye for detail, the Mission positively floats and promotes itself as the perfect sofa for a simple interior design.

Reinterpretation of a London sofa

The Mission is a modern interpretation of the classic London sofa, with upholstered sides of the same height as the back. The sofa's slim body makes it easy to place - especially in urban homes where space is limited.

Loose back and seat cushions ensure optimum comfort, whether a person is sitting, lying or conversing on the sofa. The Mission's styling affords a host of upholstery options; e.g. smooth or coarsely woven textiles in either classic or modern colours allows a personal touch.

Japanese inspiration meets Danish production

Actus is a leading light on the Japanese design scene, and contributed the details, lines and styling, while Eilersen used its 120-year expertise in furniture production to make the vision a reality. Together they have created a fruitful partnership, gained invaluable insight into each other's traditions and, not least, created a common signature.

Since the 1800s, Danish and Japanese design have embraced, and been inspired by, each other's traditions and heritage. Figurative elements from Japanese nature have been reinterpreted and painted onto Danish

porcelain, but Denmark's approach to functionality and clean lines also comes from Japan. And now the time has come to launch Eilersen and Actus' offering for a project in 2016.

For more information:

<http://www.eilersen.eu/>

<http://www.facebook.com/eilersen>

<http://www.instagram.com/eilersen>

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Background information

N. Eilersen A/S

Founded in 1895, the company has given name and life to many classics. Founder Niels Eilersen was the first in Denmark to use steam to shape wood, and innovation and tradition are still hallmarks of the company. Since the 1930s, N. Eilersen A/S has produced furniture with a focus on top quality materials, comfort and durability. This strategy has made Eilersen a well-known and recognized brand both nationally and internationally, and several of their sofa models carry the designation “state of the art”. N. Eilersen A/S is a family business, currently operated by the fourth generation.

The fact that a piece of furniture bears the Eilersen name is a guarantee of excellent quality, comfort and unique durability.