

PRESSNOTE / SAFARI

The Safari chair is back



Which chair best compliments Eilersen's vast collection of sofas? That is a question that has often been debated by the Eilersen family. Now the answer has been found, and the selected chair is the Safari chair by the Danish furniture designer Erik Woerts (1916-1997), which will be relaunched in five combinations at this year's design fair in Stockholm.

The reason is as simple as the chair's styling: The Safari chair's slender lines afford the optimum contrast to a large sofa. As important as it is for Eilersen's customers to think creatively and personally when selecting the modules and fabrics for their new sofa, it is equally important to think classically when they choose their Safari Chair.

Genuine combinations of oak with canvas and leather in colours from nature's own palette is the idea behind the five combinations. To a solid frame of oiled, soap-treated or black-lacquered oak is fastened a seat, back and armrests of either natural or black canvas or leather in shades of dark brown and black.

A Danish oak on the Savannah

From the 1930s until today, many design firms have come up with their definitive offering for trendsetting furniture design, and in 1960 Eilersen's architect Erik Woerts was asked to come up with its own version. With its slender appearance and simple design, the Safari chair is today an icon in the modern history of style. And after several years out in the cold, Eilersen is once again ready to have a Safari Chair in its collection. No changes have been made to Woerts' original drawings, but it has been updated with modern colours and textures.

The Safari chair is intended to be a luxury, self-assembly kit, as each part has a function. The frame consists of eight parts that are screwed together with eight Unbrako screws while the back, seat and armrests are mounted.

For more information:

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

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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.