

Stockholm Furniture & Light Fair 2020

Enjoy Home af Eilersen & Juul



At this year's Stockholm Furniture fair Eilersen and Juul invite you inside a universe filled with inspiring colour constellations and compositions as well as dynamic design.

“Enjoy Home” is the title of this year's stand designed by Eilersen and Juul's in-house design team. Visitors will be met by a beautiful textile ceiling, which frames the entire stand with its soft curves, that adds a sense of calm and make the surroundings disappear.

From the hallways of the fair, the guests are welcomed by a calm grey colour on the walls. However, as soon as they enter the stand, a vibrant colour palette reveals itself both on the walls and on the furniture. The Walls are painted in the brand new colours Bordeaux and Oviedo from the Eilersen x Flügger collection. The colours are inspired by the colour universe that characterized the historicism period (1850 – 1900) as a tip of the hat back to the beginning of N. Eilersen A/S back in 1895, 125 years ago.

The zones of the stand

The stand consists of four zones. The warmth of the Dinesen floor sets an exclusive and, at the same time, alluring tone, which is enhanced by the differentiated zones. The visitor can explore each space, which each have its unique expression and experience the different furniture in its own setting.

The new colours are not only found on the walls but also the furniture. Two new colour options within the Eilersen textile collection's Soft and Nature embellish the new Bas sofa from Eilersen in beautiful yellow nuances. The colours match the Oviedo wall colour in a naturally soft and welcoming way.

When the visitor's leave the stand, they should be going with a sense of inspiration, revitalization, as well as a better understanding of 160 degrees quality design and the difference proper materials, can make.

Download press releases and photos here:

<https://eilersen.eu/downloads/>

For more information:

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

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

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About Eilersen

Ever since 1895, the company has focused on craftsmanship, quality and innovation. Founder Niels Eilersen was the first in Denmark to use steam to shape wood. Innovation and tradition are still hallmarks of the company that has given name and life to many classics over the years. Since the 1930s, Eilersen has produced furniture with a focus on high quality, comfort and durability. This strategy has made Eilersen a well-known and recognized brand both nationally and internationally. Eilersen is currently run by the fourth generation.