

# HOUSE OF FINN JUHL

PRESS RELEASE 18<sup>TH</sup> OF APRIL 2023



# House of Finn Juhl Reissues the Fireplace Chair as a Testament to the Resurgence of Danish Craftsmanship

House of Finn Juhl is delighted to announce the relaunch of the Fireplace Chair, a timeless design originally conceived by Finn Juhl in 1946. Despite being out of production for six decades, the chair's distinctive design has been kept alive through the efforts of auction houses and media across the globe, solidifying its status as a highly sought-after design classic. The chair's desirability on the vintage market is no coincidence. With sensual details such as the paper-knife armrest and its lavish, informal comfort, the Fireplace Chair is a true Finn Juhl classic.

During the 1940s and 1950s, Finn Juhl designed a range of furniture for the Danish furniture company Bovirke, including the Fireplace Chair. These were predominantly manufactured in the city of Vejen, a small Danish town with a once-thriving furniture production industry. However, like in many regions of Denmark, most of these manufacturers have since closed.

Determined to preserve the rich tradition of Danish craftsmanship and local production, House of Finn Juhl acquired the Vejen-based and renowned Danish solid wood manufacturer Schou Andersen Møbelfabrik last year. This acquisition has expanded and future-proofed the Danish production of Finn Juhl furniture. The newly acquired facility will be responsible for the manufacturing of the Fireplace Chair, re-establishing the production of Finn Juhl furniture in the city of Vejen.

The relaunched Fireplace Chair will feature an edition of the chair in FSC® certified ash wood and premium Danish leather from Sorensen Leather, reflecting House of Finn Juhl's commitment to quality and sustainability.

The Fireplace Chair will be launched at Salone del Mobile, Hall 10 Stand B04, in Milan on the 18th of April.

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THE STORY BEHIND THE CHAIR

## The Legacy of the Fireplace Chair

When Finn Juhl began his collaboration with the furniture company Bovirke in the mid-1940s, the alliance yielded some of Finn Juhl's most iconic designs, including the

Reading Chair, the 46 Sofa, and maybe most notably, the Fireplace Chair. A chair that effortlessly captures the spirit of Finn Juhl's design philosophy, exuding warmth and fostering engaging conversation. It encapsulates the design traits which Finn Juhl is famous for, such as the separation between the carrying and the carried elements, while adding a playful feature in the form of a graceful cross-brace between the legs, vividly showcasing the unparalleled craftsmanship.

The design for the Fireplace Chair evolved from an armchair that Finn Juhl designed for book publisher Poul Westermann in 1943, which was crafted by Niels Vodder. The initial design featured the characteristic cross-struts beneath the seat but lacked the elegance of its successor. The version of the Fireplace Chair that Finn Juhl later designed for Bovirke, now relaunched by House of Finn Juhl, is also known as the B059.

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## THE DANISH PRODUCTION

# A Commitment to Local Craftsmanship

Once renowned as a global leader in furniture production, Denmark experienced a flourishing era of design during the late 1940s through the 1960s. With the establishment of numerous factories and workshops, Danish Modern became a recognizable brand worldwide, securing Denmark's reputation as a design nation.

However, in recent years, the Danish furniture industry has faced significant challenges, with hundreds of factories closing or relocating to countries with lower labour costs.

House of Finn Juhl is determined to reverse this trend by prioritizing local production and traditional craftsmanship. As part of this initiative, the recently re-launched Fireplace Chair serves as an important addition to the collection of pieces produced in Denmark, further solidifying House of Finn Juhl's dedication to revitalizing the Danish furniture industry.

Since House of Finn Juhl expanded its Danish manufacturing capacity by acquiring the century-old Schou Andersen Møbelfabrik, a solid wood furniture specialist based in the small city of Vejen, several Finn Juhl chairs have been put into production at the 8,000 m<sup>2</sup> facility, upholding a proud tradition of craftsmanship.

Currently, the majority of the Finn Juhl collection is produced in Denmark, with the company's headquarters and primary production site located in the city of Ringkøbing. A few exclusive wooden frames are crafted by House of Finn Juhl's esteemed Japanese partner. With a steadfast commitment to preserving local production and traditional

craftsmanship in Denmark, House of Finn Juhl is looking back to the principles that defined Danish Modern and propelled Danish furniture to worldwide acclaim over half a century ago. House of Finn Juhl takes immense pleasure in reintroducing the Fireplace Chair and concurrently expanding the Danish production, thereby revitalizing the furniture industry in the city of Vejen.

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Hans Henrik Sørensen, co-owner and founder, shares his thoughts on the launch and production of the Fireplace Chair:

*“With our own workshop in the city of Vejen, we are able to produce even more of Finn Juhl’s furniture on Danish soil. We are proud to continue this tradition and ensure that it thrives in Denmark in the future. By increasing our Danish production, we have even more control over our manufacturing processes, which we believe is crucial for the future we are all facing. At the same time, we continue to appreciate our long-standing collaboration with the talented Japanese craftspeople who handle a small, but both important and complex, part of the production. For over 20 years, we have focused on uncompromising craftsmanship of the highest quality. It is a balanced production setup we are proud of.”*

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THE FIREPLACE CHAIR

## Facts

Design: Finn Juhl

Name: The Fireplace Chair

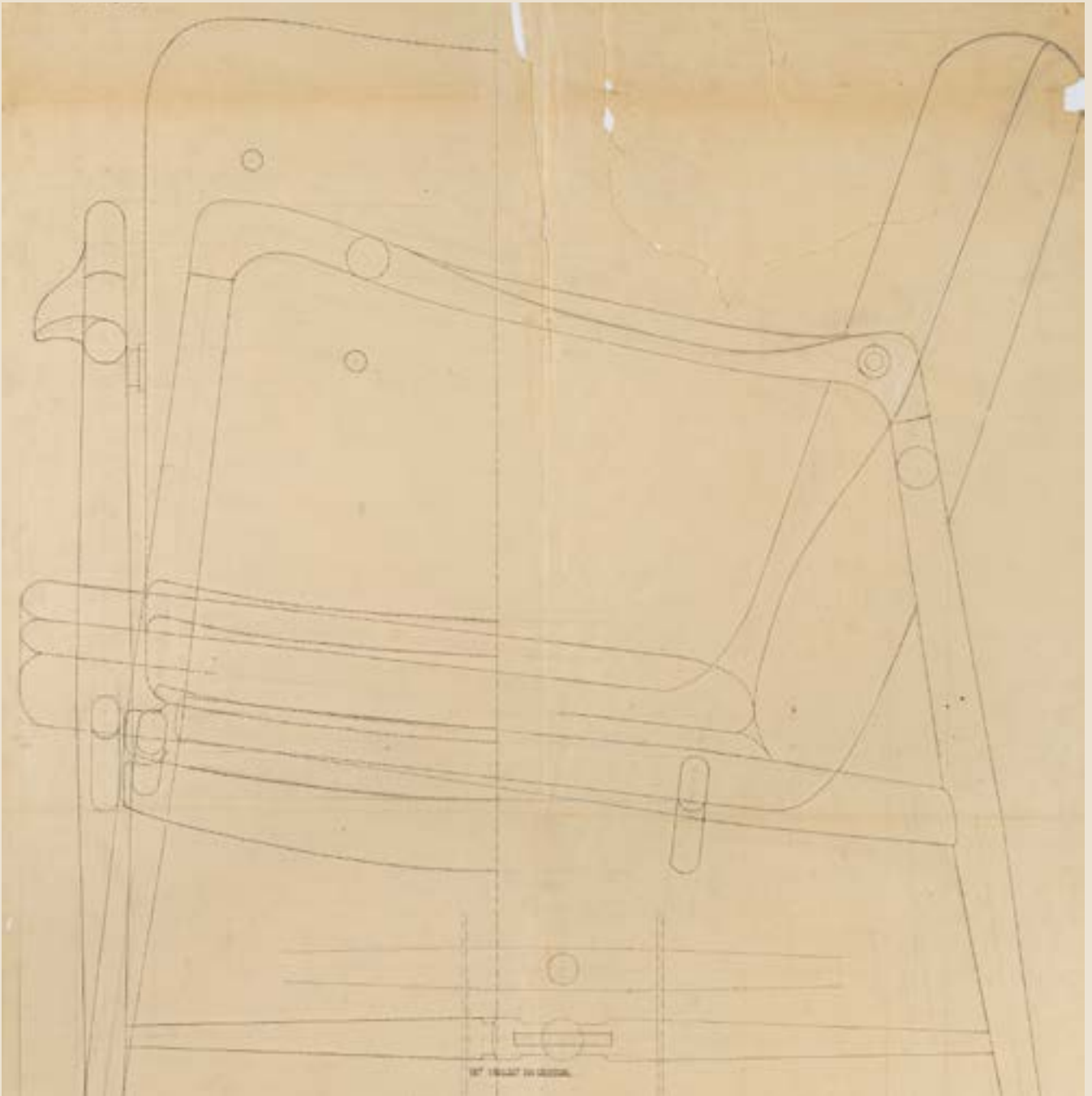
Year: 1946

Materials: Launched in FSC® certified ash with Danish VITA leather, from Sørensen Leather. The chair will also be available in oak or walnut, upholstered in leather or textile.

Dimensions: H: 81 cm x W: 65 cm x D: 77 cm x Sh: 41 cm

For more information, please contact: [press@finnjuhl.com](mailto:press@finnjuhl.com)

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*Finn Juhl's original drawing of the Fireplace Chair. Photo: Pernille Klemp, Designmuseum Danmark*



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