



PRESS RELEASE

News 2020

COMFORT FOR WELLBEING

BM0865 DAYBED BY BØRGE MOGENSEN



The BM0865 Daybed is highly versatile, and can be used as a daybed, sofa, bed, or lounge set depending on how many are grouped together.

Shown for the first time at the 1958 Copenhagen Cabinetmakers' Guild Furniture Exhibition on a stand called 'Landhuset' (Country House), Børge Mogensen's BM0865 Daybed is being relaunched by Carl Hansen & Son as part of a growing collection of the renowned Danish architect and designer's work. The daybed's comfortable and tranquil form is optimized for wellbeing in any space.

Carl Hansen & Søn presents a restful design in the BM0865 Daybed, conceived by Børge Mogensen in response to lifestyles that were already becoming hectic by the 1950s; the design provided the perfect conditions for wellbeing, enabling busy people to put their feet up and relax upon returning home.

Cylindrical headrests and armrests, rectangular back pillows and a soft cushion ensure physical comfort, while visual tranquility is achieved by the simple yet considered design of this daybed.

Knud Erik Hansen, CEO of Carl Hansen & Søn acknowledges the need for such a piece:

"A good resting spot is always needed. It is now and will continue to be into the future – in fact it will only become more and more necessary for us to have a spot we can call our own, where we can relax and pull back from a hectic day or week," he says.

Originally created in dialogue with the BM0488 Table Bench whose woven tabletop is designed to be at the same level as the soft surface of its cushions, the daybed forms part of Mogensen's 'building furniture' concept, through which he designed enduring furniture that could be added to and adapted over time in response to changing needs and living situations. This way of thinking is evident in the



BM0865 Daybed's ability to stand alone or to grouped together forming larger pieces, as well as its equal suitability for lounge and bedroom.

Mogensen continued to develop the design after 1958, so the design exists in different expressions and iterations. Carl Hansen & Son has chosen to focus on its versatility, creating this definitive and multifunctional version in close collaboration with Mogensen's sons, who run his studio today.

The football sofa

Known as 'the people's designer', it is perhaps no surprise that Mogensen was a passionate soccer fan. Consequently, to demonstrate the capacity of the BM0865 Daybed, it was photographed with an entire team of young soccer players, sitting and kneeling along the length of its distinctive checked cushions, passing a ball between them. The photograph earned the daybed the nickname 'the football sofa' after the British word for soccer.

Like many of Mogensen's designs, the BM0865 Daybed is crafted in solid oak, and in this case, it uses 'heartwood', the dense and flawless inner portion of the trunks. The elegant cabinetry joints, elongated legs and robust construction pay respect to the heritage of these magnificent trees and are typical of Mogensen's considered craftsmanship and attention to detail.

"Børge Mogensen's daybed is an amazing example of the architect's free way of thinking and his perception of the optimal furniture piece for relaxation. Its classic, rounded and calm lines fit perfectly into the Carl Hansen & Son family. I have no doubt that it will become a popular place to gather – a friendly fight for the best spots might even break out!" says Knud Erik Hansen.

The BM0865 Daybed is proudly presented alongside the BM0488 Table Bench, also by Mogensen and part of his 'building furniture' system – developed in the early part of his career.

PRODUCT INFO

The BM0865 Daybed is crafted in solid oak. The dimensions are: 14.6 in (height), 55.2 in (length) and 27.6 in (width).

Recommended retail price is USD 2.270 excl. VAT. The BM0865 Daybed will be in stores from May 2020.

PRESS ROOM

Press material can be downloaded at www.carlhansen.com, where you can also find nearest dealer.

For more information, please contact:

CARL HANSEN & SON

Marketing Manager, US

Angelika Sørensen

Tel : +1 213 509 0200

E-mail : ans@carlhansen.dk



Global PR & Communications Manager

Sanne Lund Hansen

Tel: +45 2089 9530

E-mail: saha@carlhansen.dk

PR Coordinator

Katrine Sejer Hendriksen

Tel.: +45 6012 5659

E-mail: kshe@carlhansen.dk