

THE CARL HANSEN & SØN MILAN EXHIBITION 2019 SALONE DEL MOBILE

The Oasis – Pockets of Serenity

The Oasis offers tranquility, serenity and sanity, along with the chance to explore a series of installations and interventions that bring the values embodied in every piece of Carl Hansen & Søn furniture to life: meaningful design, uncompromising craftsmanship and respect for natural materials.

The stand that SevilPeach Architecture + Design has designed and curated for Carl Hansen & Søn evokes a sense of calm, comfort and clarity. An architectural curtain around the perimeter of the space creates soft wavelike walls, dividing the stand into generous pockets of space both internally and externally. The pared-back aesthetic provides a neutral canvas and elegant backdrop, unifying the overall expression and letting the individual Carl Hansen & Søn pieces – the heroes of the space – shine.

SevilPeach's enveloping curtain allows the surroundings to fade away, acoustically and visually, drawing visitors' attention to the curated space within. Individual settings, thoughtfully populated with the work of some of design history's greatest visionaries, each tell their own story, and form part of a narrative that started in 1908 and continues to this day.

The Zones: Raw Materials to Refined Craftsmanship

The stand, with its warm timber flooring and gray-painted walls, comprises a series of four zones, defined by a translucent fabric curtain stunningly lit by over 100 lamps, the view through which provides alluring glimpses of what is to come. The restrained palette of colors and materials keeps the stand design simple and the focus on the furniture, while its architectural and aesthetic significance aligns with Carl Hansen & Søn's values. The layout enables the visitor to engage with each setting in turn, forming and cementing a lasting memory of each one.

The first zone visitors encounter is the 'Vitrine' – a celebration of Carl Hansen & Søn's newest furniture pieces, created by design masters Hans J. Wegner, Børge Mogensen, Frits Henningsen and EØS, each positioned within pockets of space formed inside and outside the curvature of the double-height curtain and given dramatic focus by the lamps suspended above, which provide a sculptural spotlight for each novelty.

Beyond the curtain, visitors reach the first of two 'Craftsmanship' zones, at the heart of which is an eight-meter wavy-edged table made from a slice of oak taken from the center of the tree. The table represents the remarkable transformation Carl Hansen & Søn undertakes every day in turning magnificent trees into a multitude of timeless, enduring, carefully crafted and high-quality wooden pieces.



Stepping through the curtain again into the second 'Craftsmanship' zone reveals the process from raw to refined, through a live demonstration from one of the master weavers who create the paper-cord seats of Hans J. Wegner's first masterpieces, CH22-CH25, and video screens showcasing the Carl Hansen & Søn DNA story, product films and case study projects – all of which reveal the skill and craftsmanship required to turn natural, high-quality raw materials into timeless assets and lifelong investments that stand the test of time.

A gently curving staircase leads up to a sanctuary-like workspace on a mezzanine floor designed for quiet moments of rest and reflection. The sinuously undulating curtain creates alcoves each furnished with Carl Hansen & Søn's classic designs, resulting in a series of independent settings perfect for private meetings. A striking hospitality bar provides a casual meeting place to indulge in nourishing refreshments. The aim is that visitors will leave feeling revitalized and inspired, with a better understanding of true craftsmanship and what it means to invest in iconic design skillfully brought to life from the highest quality materials.

About SevilPeach Architecture + Design

SevilPeach is an internationally recognized architecture and interior design studio based in London, UK. The company was founded in 1994 by Sevil Peach and Gary Turnbull and has since gained wide experience across a number of global typologies and projects, supported by a multidisciplinary team.

In every project, the end user is at the forefront of their approach, with a strong investment made in the creation of human environments that rightfully enhance and support people's lives. SevilPeach believe that in the design of buildings and spaces, it is important to consider every detail in order to benefit the overall experience: from the context and the form to the interior and the furniture. It is this approach that has attracted numerous high-profile clients and projects to the studio and formed fruitful collaborations with distinguished architecture and design companies all over the world.

About Carl Hansen & Søn

Spanning over 100 years, Carl Hansen & Søn's collection of iconic design is a testament to timeless values and aesthetics. The story began in 1908 with a clear purpose: to create meaningful design rooted in deep respect for natural materials and uncompromising craftsmanship.

The Carl Hansen & Søn collection represents the entire Golden Age of Danish Design, and contains iconic designs from the Danish Modern period, including those of Hans J. Wegner, Kaare Klint, Poul Kjærholm, Arne Jacobsen, Børge Mørgensen, Mogens Koch, Bodil Kjær, and Ole Wanscher. True to its heritage, Carl Hansen & Søn continues to forge new paths in collaboration with international design masters such as Japanese architect Tadao Ando and Austrian design trio E00S.



CARL HANSEN & SØN
PASSIONATE CRAFTSMANSHIP