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PRESS RELEASE

The Royal Danish Academy of Fine Arts,
School of Design

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IF YOUR COMPANY WERE A CHAIR

'A GUEST SIDE CHAIR' - Exhibition by furniture students from KADK

Is it possible to capture the identity of a company in a chair? Fourteen upcoming furniture designers currently studying at The Royal Danish Academy of Fine Arts, School of Design (KADK) seek to answer this question through the exhibition 'A Guest Side Chair'.

The exhibition is the result of a design project with focus on developing a guest chair that embodies a selection of well-known Danish companies and their brand identities. Each guest chair reflects the character and values of a company and gives an insight into studies of brand identities, concept developments, forms, aesthetics and ergonomics.

What is a guest chair? The exhibition presents fourteen different answers to that question, each reflecting the given context of the company: A guest is for example a visitor to a museum, a shopper in a store or a regular at a café.

Through form, color, ornamentation and material each chair expresses the characteristics of the companies as interpreted by the students – for example by incorporating a 'feeling of power', mobility, or the colors of nature.

The furniture design students from KADK hope to see you at 'Stockholm Furniture Fair 2019'.

Exhibition details

A GUEST SIDE CHAIR - Exhibition by furniture students from KADK

February 5th - February 9th, 2019

C15: 39

Mässvägen 1 Älvsjö

Pressevent Tuesday 5th 15.00

Opening/vernissage on 6th of February 15.00

General opening hours

Tuesday 5th - Friday 8th 9.00-18.00

Saturday 9th 10.00-17.00

For more information, please contact:

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