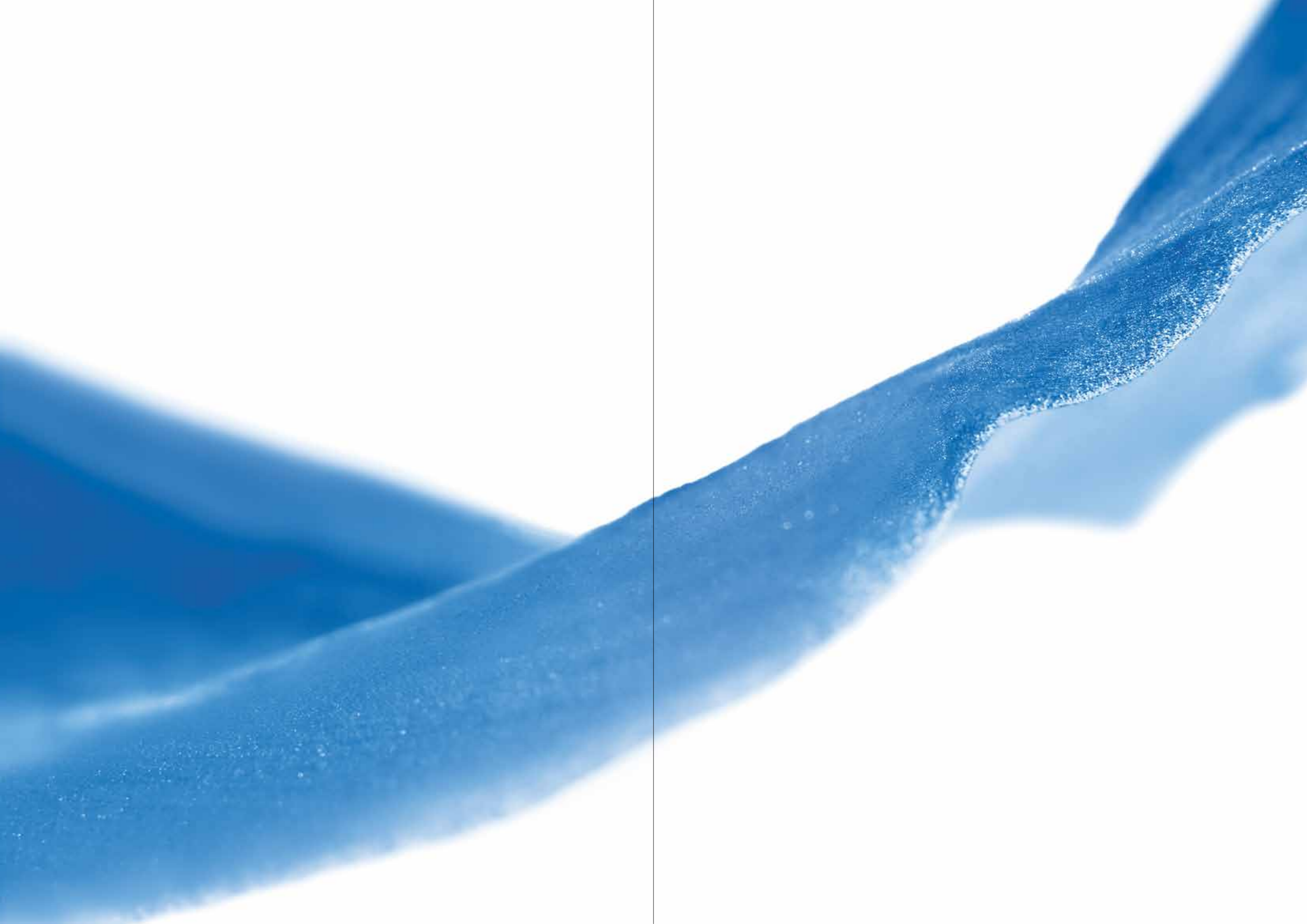


A soft, abstract background of pink and purple hues, resembling a close-up of a flower or a smooth, flowing fabric. The colors transition from a light pink at the top to a deeper magenta at the bottom, with soft, blurred edges.

David design

David design



The world breakthrough of the concept of Scandinavian Design – modern, blond, functional, elegant – came in the 1950s. During the 50s and 60s designers like Arne Jacobsen, Poul Kjaerholm and Tapio Wirkkala ruled the world. Mostly driven by two Nordic nations – Denmark and Finland. Later, during the 70s and 80s the Scandinavian Design concept was sustained mostly on its merits from the previous decades. But in the 90s Scandinavian Design came back with a second splash so strong it created a wave that is still rolling around the world 20 years later. This time initiated in Sweden.

Alternative brands were started with the ambition to be second to none in the world of design. In Stockholm, Thomas and Michael Asplund founded Asplund, Christian Springfeldt founded CBI and Stefan Ytterborn set up the shop Klara. And in Malmö, a young former pop singer and DJ by the name of David Carlson founded David design. Amongst them were designers like Thomas Sandell, Björn Dahlström and Claesson Koivisto Rune.

For the Salone del Mobile in Milan 1998, David design was headlining a handful of Swedish contemporary lifestyle brands in the exhibition ‘Living in Sweden’, co-produced by Wallpaper magazine. The venue was Giorgio Armani’s old showroom at Via Borgonuovo, in the heart of Milan’s fashion district. The event became that year’s talk of the town and, after it had been written up in leading Milan daily La Repubblica, it came close to riot when trying to control the mass of people that clogged up the street outside the gates. For those who were there, the event is not just legendary – it represents a milestone in the history of Scandinavian Design.

Around this time David Carlson posted a statement:

“The millennium is closing in. The next one calls for new furniture with higher demands both for living and working. Quality in design, function and durability is paramount. The key-words are smart, understated, conscious, humane, comfortable and modern.”

Now, years later (and well into the ‘next millennium’), David design remains true to that vision. Today David design is a well-established international brand with followers that look for iconic, functional and sustainable furniture and accessories. The work of some of the world’s leading designers are included in the collection – Claesson Koivisto Rune, Luca Nichetto, Nendo, Inga Sempé and Richard Hutten. David design is still based in Sweden. The main focus today is the contract market, including hospitality. But like Scandinavian Design has always promised, it sits equally well at home.

We at David design may find ourselves in a much more established company and concept today. But our roots are still very much alternative.

Håkan Nilsson, CEO

David Carlson

When I started David design back in 1988 the design scene in Sweden and internationally was quite different from today. This was in the heydays of the 80s extravaganza and the smart and more minimalistic design of the 90s was yet to come. My aim was to collaborate with talented young designers and promote a new and fresh version of Scandinavian design. (Side note: I'm very proud to see that some of the designers that made their first commercial products ever for David design, like Claesson Koivisto Rune and Andreas Engesvik, are now very successful and sought-after worldwide.)

In collaboration with Asplund and CBI, among other Swedish upcoming brands, we created an umbrella organisation for export in the early 90s. One of the most fun moments must be the 'Living in Sweden' event that we made in Milan 1998. I still vividly remember those queues stretching hundreds of metres in several directions.

Side by side with the in-house design collections we ran some early versions of lifestyle design stores in Malmö, Stockholm and Tokyo where our customers could get inspired by the best international design, have an espresso from our coffee bar, buy the latest dance floor grooves on CD as well as clothes from upcoming alternative fashion brands. This may sound like your everyday shopping experience, but this was before the boom of lifestyle stores like 10 Corso Como, Colette, Merci and Spazio Rossana Orlandi.

I left David design ten years ago, but the brand will always be close to my heart.

David Carlson, Founder

Designers / Colophon

Claesson Koivisto Rune
Luca Nichetto
Nendo
Inga Sempé
Richard Hutten
Benjamin Hubert
Andreas Engesvik
Mats Theselius
Federico Churba
Cate & Nelson
Patty Johnson
Matti Klenell
Nadadora
Yenwen Tseng
Staffan Holm
Louise Hederström
Fredrik Färg
Jonas Wagell
Mattias Stenberg
Axel Bjurström
Lars Hofsjö
Daniel Enoksson
Richard Larsson
Göran Lindblad
Wis Design
Ruud Ekstrand
Christer Norman
Andreas Roth
Vesa Hinkola
Markus Nevalainen
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Graphic design: Parasto Backman.
Photography: Anthony Hill.

Printed by: TMG Stockholm.
Paper: Munken Polar.

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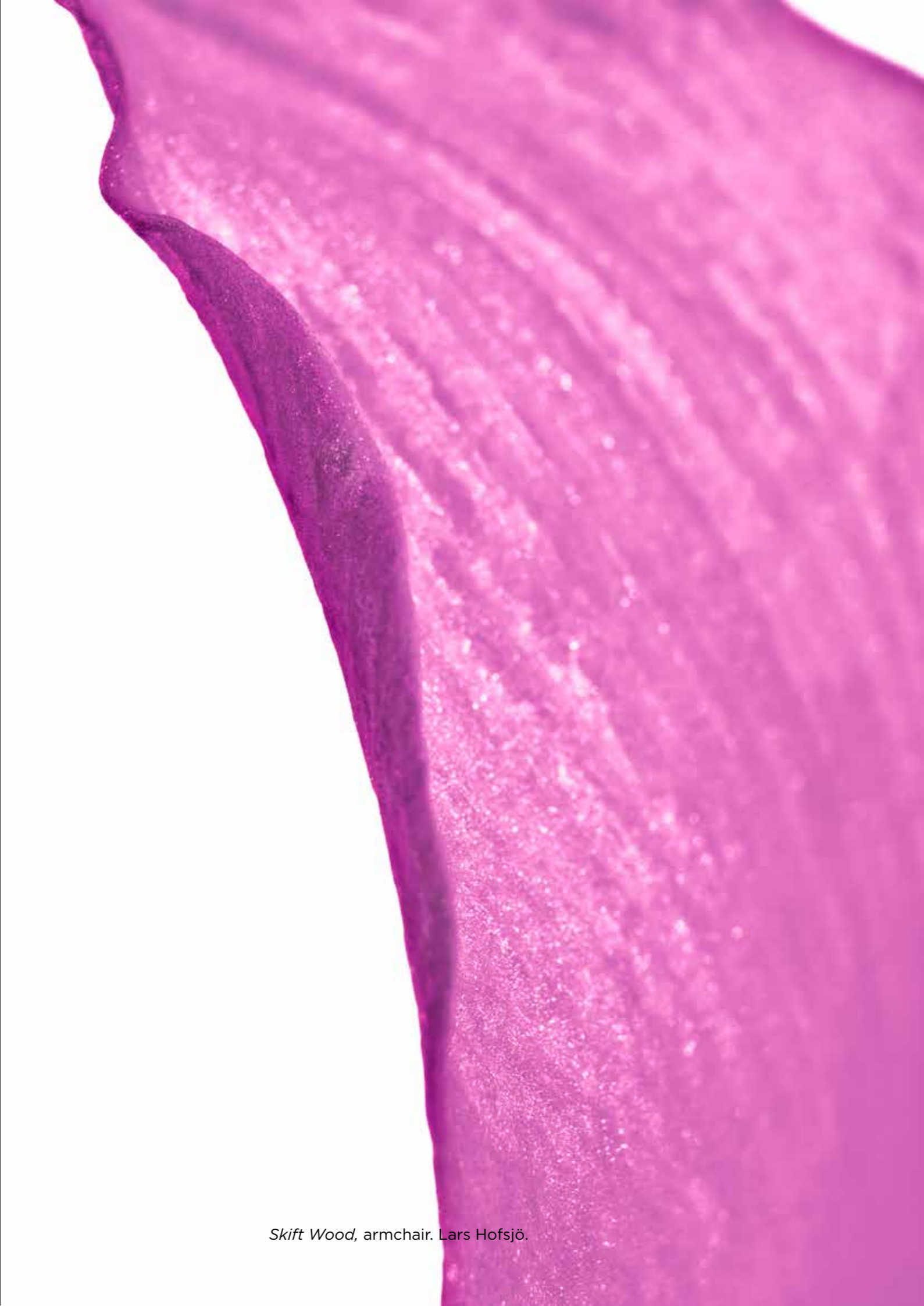
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Pluvial, coffee tables. Federico Churba.





Skift Wood, armchair. Lars Hofsjö.



Paper, table. Claesson Koivisto Rune.
Paper, bench. Claesson Koivisto Rune.
Thin Black Vase. Nendo.
Globlow, floor lamp. Hinkola/Nevalainen/Vaskivuori

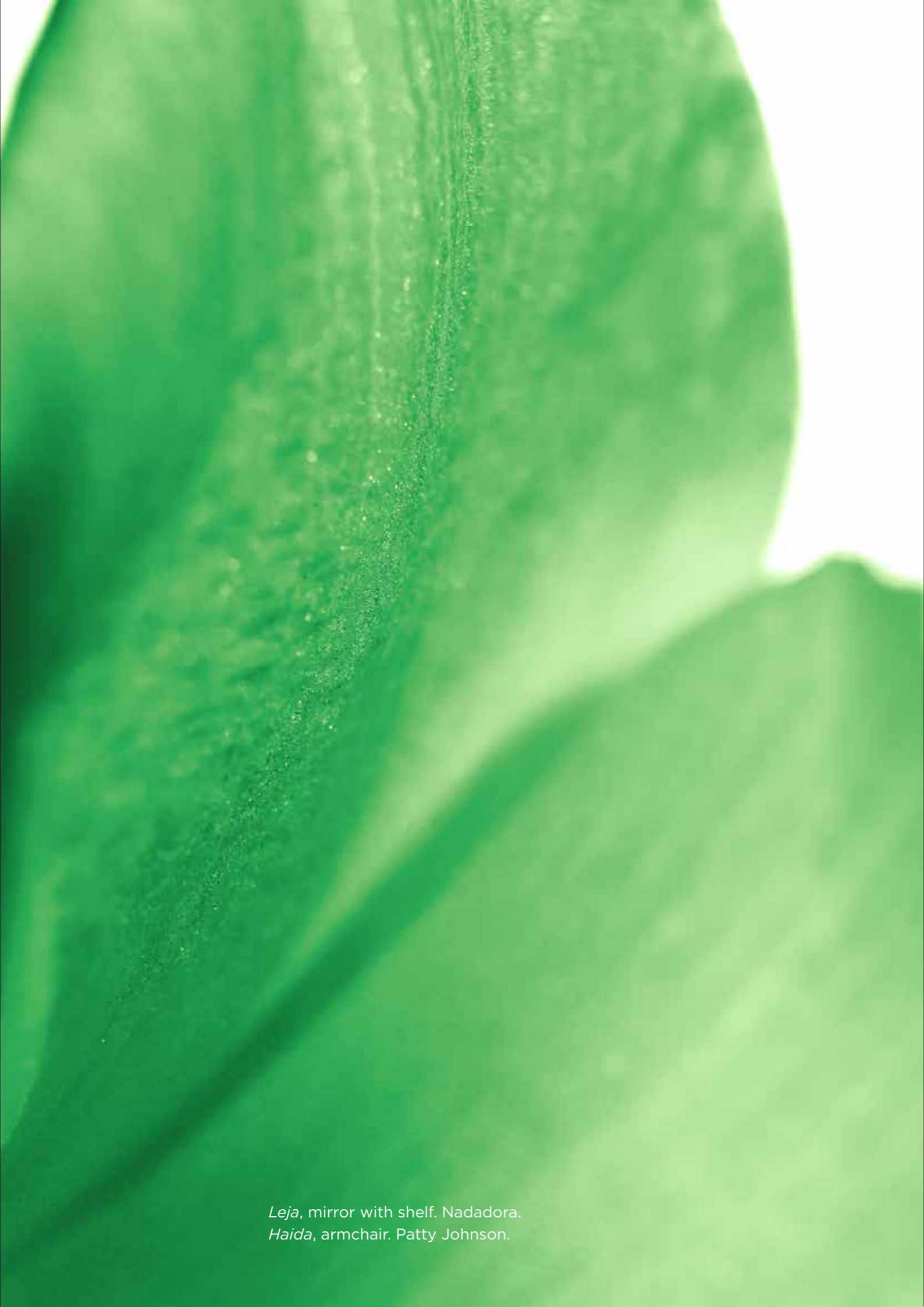




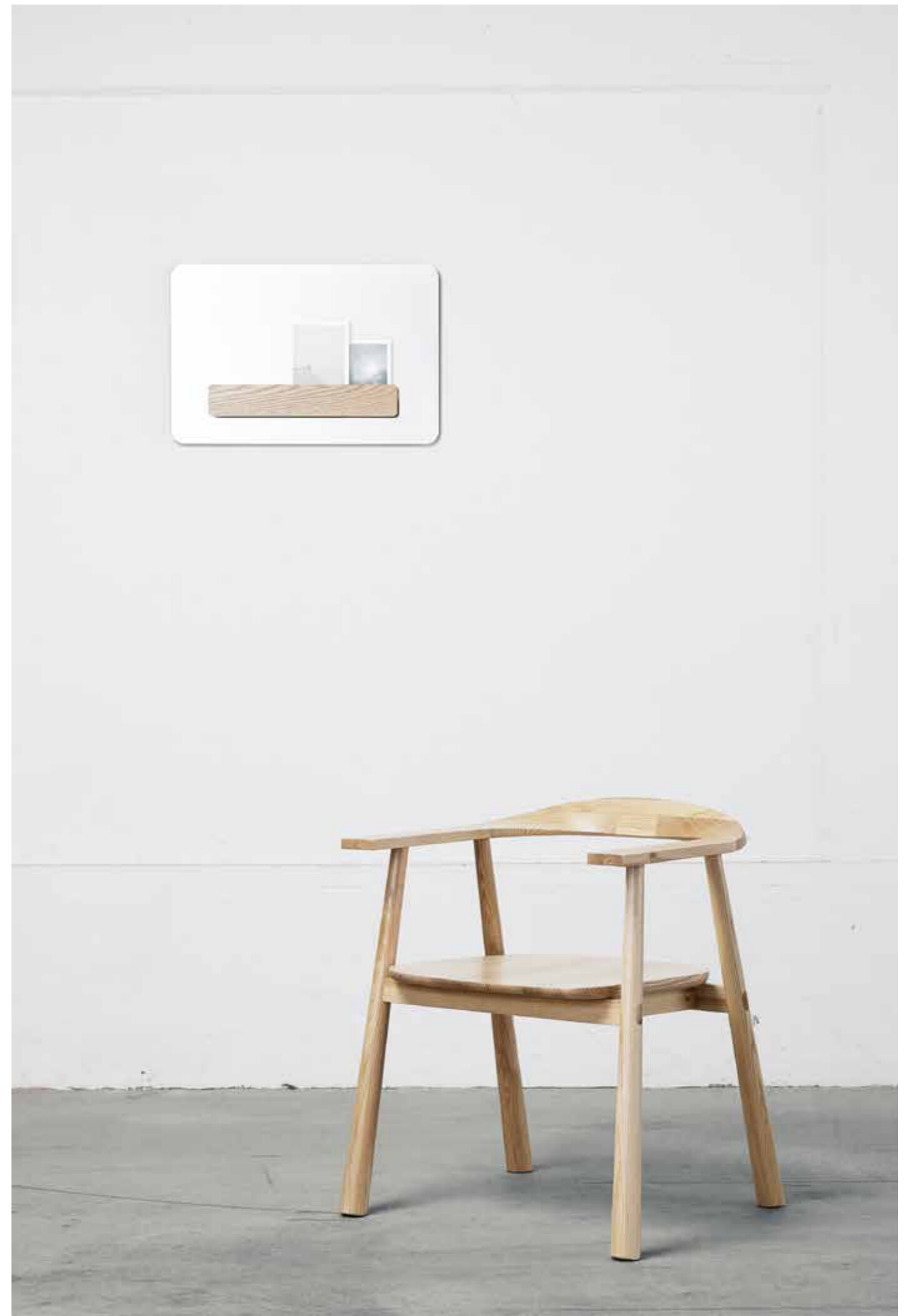
Pluvial, pendant lamp. Federico Churba.
Collage Highback, easy chairs. Claesson Koivisto Rune.
Bruse, small side table. Lars Hofsjö.

Camp, wall clock. Claesson Koivisto Rune.
La Chapelle, dining/conference table. Inga Sempé.





Leja, mirror with shelf. Nadadora.
Haida, armchair. Patty Johnson.



Peggy Leggy, coffee table. Richard Hutten.

Halo, bowl. Benjamin Hubert.

Toad, easy chair. Ruud Ekstrand/Christer Norman.



Haida, barstools. Patty Johnson.
Paper, table. Claesson Koivisto Rune.





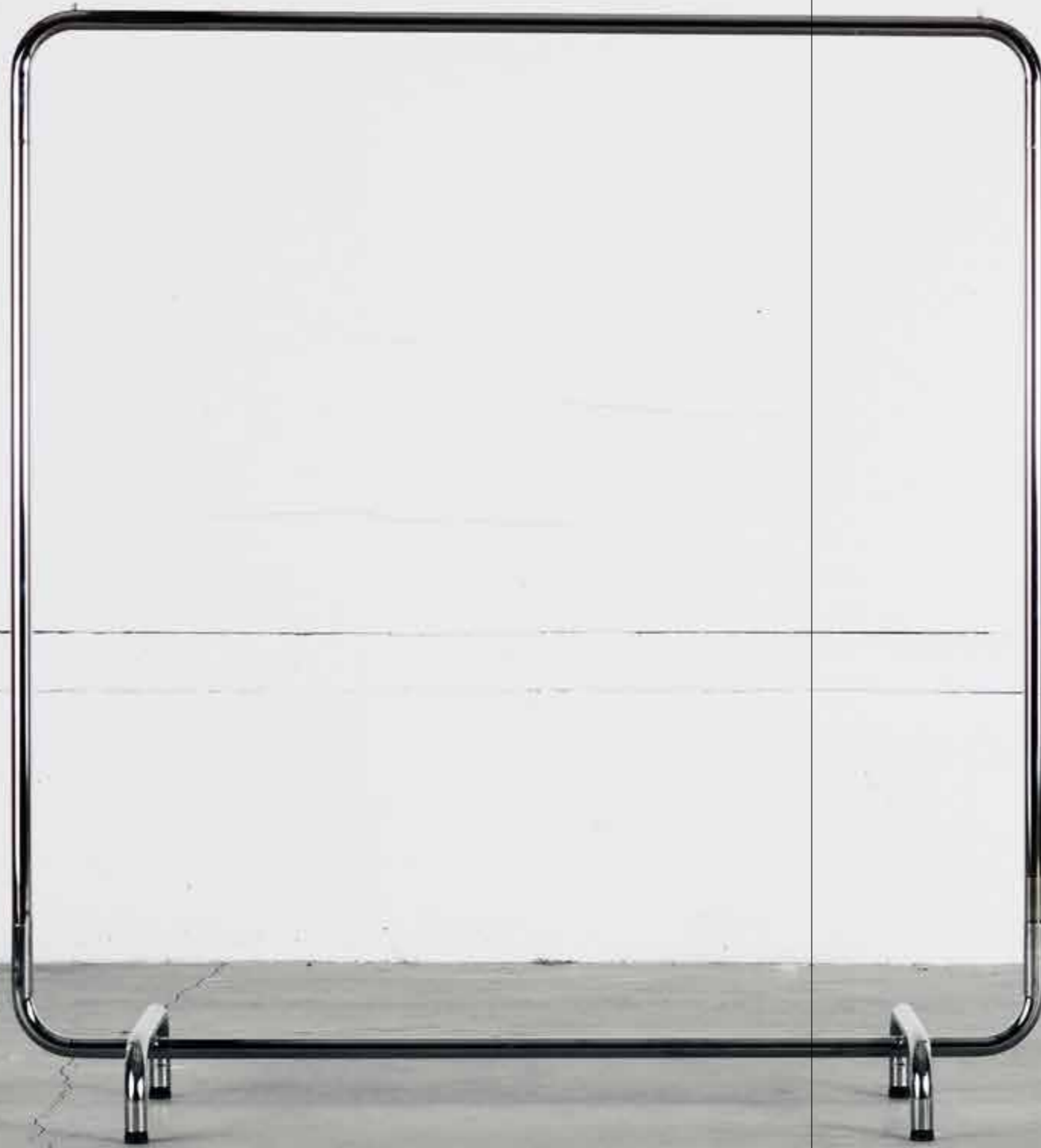
*Collage, sofa. Claesson Koivisto Rune.
Marfa Mezzanine, coffee table. Claesson Koivisto Rune.*



Hammock, lounge chair. Axel Bjurström.



Beckham, clothes rack. Claesson Koivisto Rune.
Vader, lamp. Luca Nichetto.





Readers Nest, shelf. Wis Design.

Bailey, tray tables. Claesson Koivisto Rune.

Bowie, easy chair. Claesson Koivisto Rune.



Signature, cabinet. Richard Hutten.

Signature, cabinet. Yenwen Tseng.

Signature, cabinet. Matti Klenell.

Trapezium, stool. Yenwen Tseng.

Signature, cabinet. Claesson Koivisto Rune.



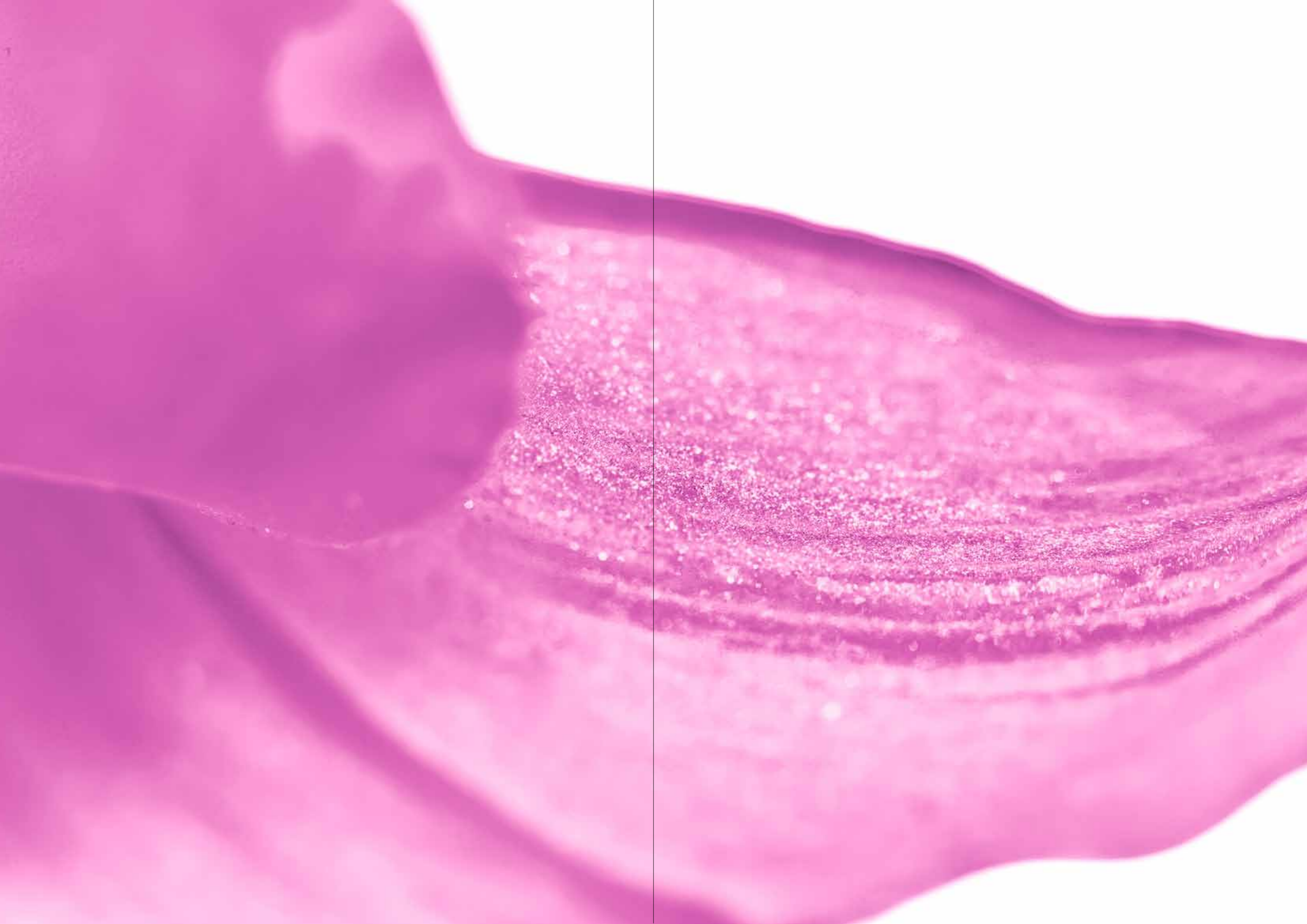
Bruse, small side tables. Lars Hofsjö.

Signature, cabinet. Matti Klenell.
Pluvial, pendant lamp. Federico Churba.
Hammock, chair. Axel Bjurström.
Paper, table. Claesson Koivisto Rune.
Pluvial, table lamp. Federico Churba.





Skift Wheel, armchair. Lars Hofsjö.
Kob, pedestal table. Lars Hofsjö.



Jazz, TV-stand. Richard Larsson.



Mesh, chair. Lars Hofsjö.

O'clock, wall clock. Louise Hederström.

Giro, wall-mounted cycle rack. Mattias Stenberg.



One, modular sofa. Lars Hofsjö.





Heart, chairs. Claesson Koivisto Rune.



One, modular sofa. Lars Hofsjö.
Coni, tables. Lars Hofsjö.
Fondue, pendant lamp. Luca Nichetto.
Pluvial, table lamp. Federico Churba.

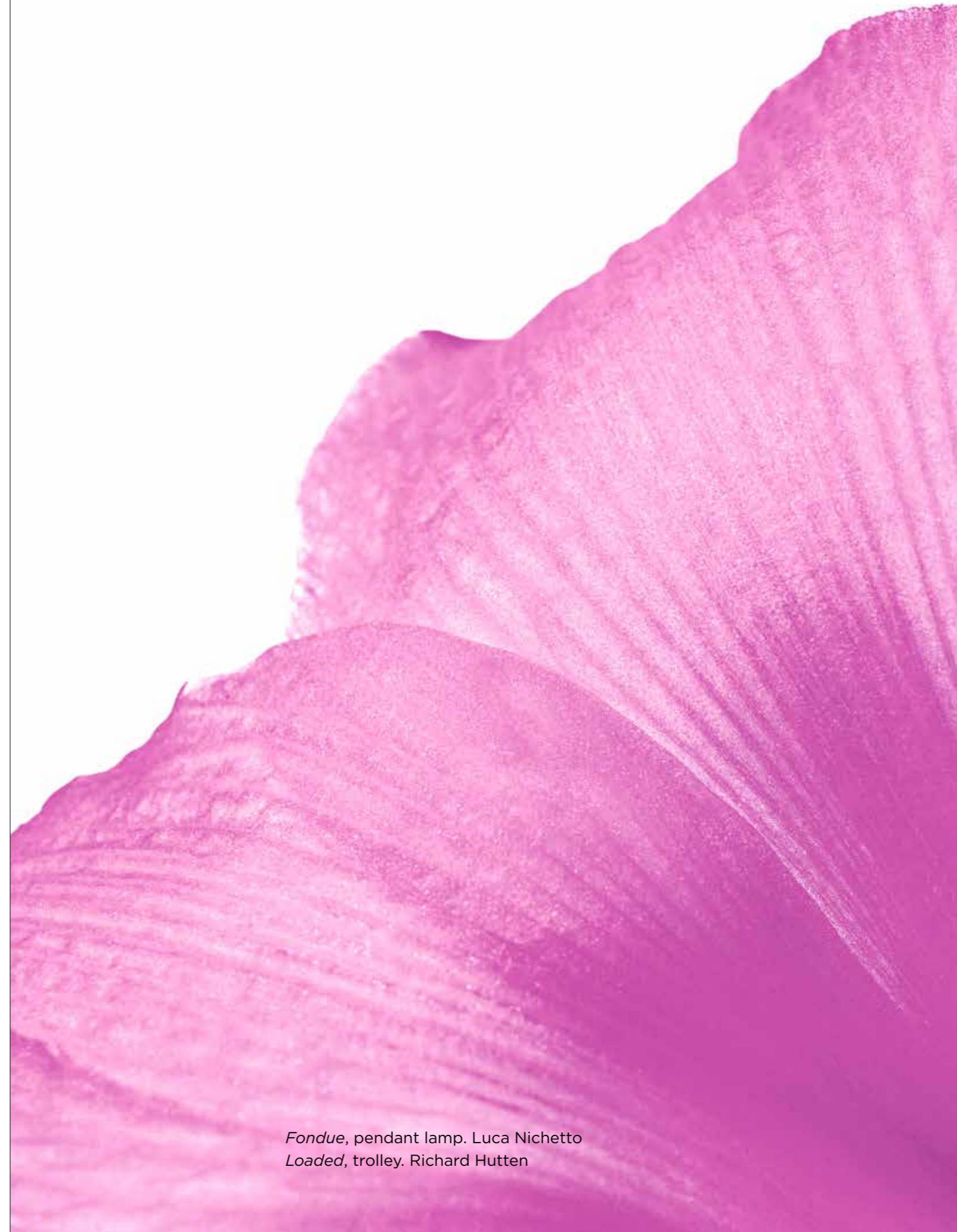




Parker, chairs. Lars Hofsjö.



Orb, clothes hook. Matti Klenell.
Scott, storage unit. Fredrik Färg.
Punto y Coma, pendant lamp. Federico Churba.



Fondue, pendant lamp. Luca Nichetto
Loaded, trolley. Richard Hutten



Papyro, easy chair. Cate & Nelson.
Marfa Mezzanine, coffee table. Claesson Koivisto
Rune. *Hill*, lamp. Lars Hofsjö.



Tube, floor lamp. Lars Hofsjö.
Skift, armchair. Lars Hofsjö.





Lean, chair. Daniel Enoksson.



Haida, barstool. Patty Johnson.
Loop, clothes hook. Richard Hutten.
Wrap, paper bin. Daniel Enoksson.



One, modular sofa. Lars Hofsjö.
Bruse, small side table. Lars Hofsjö.





Coccola, small side table. Luca Nichetto.



Zander, small side tables. Claesson Koivisto Rune.



