



Contrasts meeting – Chord a harmony of details

Swedish design furniture company Mitab is now launching yet another contemporary and elegant product in cooperation with a young designer, Chord barstool by Sanna Lindström.

Chord is a barstool with contrasts. A careful and thorough development project have resulted in a product where Sanna's vision about a barstool with details and whole in harmony is realized. Chord have a bold and strong seat from solid birch wood. The seat is stained with a thin layer of colour to make sure the beautiful graining of the wood is visible. The wood is finished with precision by turning and milling at the factory in Småland (Sweden). The powerful impression and the soft and gentle details such as the edge and the neatly curved seat creates the appearance of a functional and comfortable barstool. The frame is made from strong metal tubes in thin dimensions to contrast from the bold seat. The footrest is made with the same simplicity and is placed on the legs like it was dropped over the seat from above. The separate parts of the barstool is like different keys in a scale, connected by time and place into something bigger, stronger ... a chord. Chord can easily be placed in a variety of interiors such as a bar, a restaurant or a creative meeting room or even a museum.

"It's important to make sure you take care of the details in a fairly simple product like Chord. It is the most simple and clean product one has to work hardest with to give them character enough not to become boring, says Sanna".

Sanna is based in Stockholm, working from her own studio. The work is spread over different types of products but furniture is an important part. Sanna is a young and talented designer with a short but strong reputation as a high class designer.

The cooperation with Mitab originates from the different efforts and project Mitab have done together with and for young designers. During Stockholm Furniture Fair 2015 the first discussions about Chord was made between Sanna and Mitab as a design brief.

"We are very happy to finally be able to launch a product together with Sanna. We've had our eyes on her for a number of years and we feel that with the Chord project we've been able to use all of Sanna's and Mitab's ability and vision, says Peter Torstensson, MD at Mitab"



For further information about Chord or Sanna Lindström, pictures, videos or product information, contact Mrs. Cissi Johansson, +46 140 770 605 or cissi.johansson@mitab.se

PASSION CREATES GREAT THINGS

Mitab is one of the leading Swedish design manufacturing brands. The bold investment in conceptual product lines together with young designers distinguish Mitab's more and more prominent role in the market. With 35 years experience in aiming to make the best products in the market we think we can make the future better.