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Trendway Forges a Nordic Connection with the Iconic Danish Furniture Designs of Magnus Olesen

Holland, Mich. . . Building on earlier successes collaborating with global partners, Trendway Corporation launches a collection of museum-quality Magnus Olesen furniture designs for the North American market.

Founded in 1937, Magnus Olesen has a rich history of elegant, iconic and functional seating and table designs. The firm collaborates with some of Denmark's most celebrated designers and architects to produce furniture that embodies the Nordic design tradition of simplicity, beauty and utility. Unrivaled Danish craftsmanship is evident in every object they create, crafted from sustainable Nordic hardwoods and rich natural textiles.

This addition of upscale wood furniture provides a natural complement to Trendway's current offering. "We are thrilled to be the exclusive partner of Magnus Olesen products in North America", says Pete Phillips, Director of Product Commercialization at Trendway. "The phased launch of Magnus Olesen wood and upholstered furniture designs represents the next chapter in our product strategy that is increasingly attracting the attention of architects and designers throughout North America". Several classic designs will be featured in the Trendway Chicago Showroom at the grand re-opening June 13, 2016:

The Butterfly Chair *Designed by Niels Gammelgaard*

Niels Gammelgaard's brilliant flight of imagination, Butterfly exemplifies Nordic design traditions of pure materials, simple form and artistic craftsmanship. Elegant, feather-light and distinctive, Butterfly also offers practical seating comfort and flawless, durable craftsmanship. The sculpted shell affords flexibility and intrinsic lumbar support.

The i-SIT Chair *by Lone Storgaard and Design Concern*

A truly innovative chair provides distinctive seating comfort, adaptable to all users. The design was founded on extensive research into the needs of a large variety of users, along with advice from ergonomists and back specialists. With consummate artistic sensibility, Lone Storgaard translated this knowledge into seating that is as comfortable and responsive as it is striking. This unique creation has been honored by international design recognition including Red Dot, FX and IF product design awards.

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8000 Series *Designed by Rud Thygesen and Johnny Sorensen*

Elegant and unique, the 8000 Series embodies core Danish design principles of simplicity, flawless craftsmanship, and function. The artistry of construction almost defies logic, with ingenious joinery precise enough to create great strength and seamless integration without tenons, screws or dowels. This patented process is unique to the 8000 Series, which includes the 8002 Chair and 8000 Stool.

Mix Table *Designed by Rud Thygesen and Johnny Sorensen*

Since mid-century, Rud Thygesen and Johnny Sorensen have collaborated to create museum-quality designs in laminated and molded wood. The Mix Table series exemplifies their emphasis on simple, ingenious and functional concepts that meet high aesthetic and quality standards.

The Inferno Chair *by Pelikan Design (Niels Gammelgaard and Lars Mathiesen)*

An elegant design with unique seating comfort from the intrinsic flexible tilt. The fully-upholstered 5-star base chair is available in low and high-back versions, with and without arms.

Flow Public Seating *Designed by Busk + Hertzog*

Busk + Hertzog's design characteristics are sculptural, clean lines and a simple expression with minimal embellishment. This design sensibility is evident in Flow, a modular soft seating system for reception areas and public spaces. It uses four basic elements that can be used as chair, sofa or lounge system in various configurations: circular, serpentine, and in rows.

The Sputnik Table *Designed by Busk +Hertzog*

A series of three low tables crafted with a minimalist, sculptural look in a variety of different heights, top sizes, and surface material options. They can be combined in limitless decorative configurations or used as single tables.

Commercialization Director Phillips notes, "As we have been previewing the line with select clients and A+D the past several weeks, I am very excited and pleased with the reaction we have received, especially from designers that have been looking for something fresh to specify for work and home applications. Designers of the Butterfly Chair and i-SIT Chairs, Niels Gammelgaard and Lone Storgaard, will be on hand at the Chicago Showroom June13, along with Magnus Olesen Managing Director Nils Knudson. A reception open house will welcome guests from 3 to 7 p.m.

About Trendway

Trendway Corporation, an employee owned company in Holland, Michigan, helps customers create beautiful and effective work environments with a wide range of furniture and architectural products. A company with more than 45 years of exceptional performance, Trendway provides customers peace of mind through outstanding service, quality products, guaranteed delivery, and fast/flexible custom solutions. The company offers many products including panel systems, filing, storage, casegoods, seating, and architectural solutions with moveable walls, glass storefront and raised floor. Trendway has served government customers as a GSA Contractor for more than 20 years. A Zero Waste to Landfill facility, its products are tested for conformance to SCS Indoor Advantage™ or Indoor Advantage™ Gold requirements. Most Trendway product lines have been BIFMA e3 level® certified, please visit <http://levelcertified.org> for a current listing. For more information on Trendway, please call (616) 399-3900 or visit www.trendway.com.

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