



A Swedish design story:

Embracing tradition for a modern future



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Welcome to the Sweden Lounge at the Embassy of Sweden!

This meeting place is a tribute to Swedish furniture design. A world where aesthetics meet function, where sustainability is a given, and where every line and curve tell a story.

Swedish designers and furniture companies have long held a leading position in the design world, where they are known for both functionalism and timeless simplicity, as well as the ability to combine tradition with innovation. From the design style of the Swedish “People’s Home” to contemporary techniques, Swedish design continues to make an impact. With a focus on natural materials, sustainable production, and a human-centered approach, they create furniture that not only fills a room but also contributes to making the world better and more beautiful.

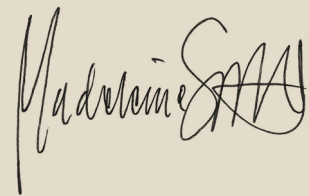
In this brochure, you will have the opportunity to get to know the furniture companies that make up the lounge, all of which are also represented in the United States. Furniture manufacturing and design are important Swedish industries, and several of the exhibitors produce their furniture in their own factories in Sweden.

Welcome to a part of the design country Sweden, where craftsmanship heritage meets new technology.

Swedish design is a force for the future!

Madeleine Sjöstedt

Director-General, Swedish Institute



Urban Ahlin

Ambassador of Sweden to the United States



About Sweden Lounge

Produced by: The Swedish Institute

Curator: TAF Studio

Graphic Design: OKTO



Inspired by nature, curated by Sweden

Our vision for this mission has been to manifest Sweden as a design country by creating an elegant and contemporary lounge that communicates our proud history, and the position Sweden has long held in the design field.

The goal was to create a warm and inviting meeting place, while also showcasing the artistic breadth and quality of Swedish design. The furniture and objects are created by renowned designers and produced by some of Sweden’s most significant furniture and design companies, which are active across the country. It has also been important for us to highlight the production and craftsmanship skills that exist in Sweden.

Nature serves as a major source of inspiration for us and many other Swedish designers. The color scheme in the lounge is inspired by three well-known Swedish stone types—granite, gneiss, and Kolmården marble. The colors form a common theme and harmonize with the existing materials in Gert Wingårdh’s beautiful building.

We hope you enjoy your time here. Welcome!

Gabriella Lenke & Mattias Ståhlbom

TAF Studio

tafstudio.se



Product: Villhem
Design: Borselius & Bernstrand

blastation.com

Blå Station

Where the sea is forever restless

Blå Station is located on the southeast coast of Sweden and is as restless as the Baltic Sea. Their quest for designs that interpret the present and point to the future has challenged them to embark on an intense battle with advanced technology and pure materials that has now raged for almost 40 years. Still a family business, Blå Station loves to immerse itself in innovative technology and sustainable development while seeking recognized and up-and-coming new design talents both in Sweden and abroad. Blå Station is driven by a desire to produce furniture that effortlessly finds a place in the market.

The company has a love for observing the younger generation: how they communicate, conquer, and use space and objects, and how they move together and on their own. What are their demands and desires? They hold the key to the future!

Blå Station's design philosophy is to offer an alternative to what is already available. It's about researching the potential of future design here and now—and not hesitating to experiment and venture into unknown territory. Blå Station takes on seemingly impossible challenges both technically and commercially. As Blå Station's founder and furniture designer, Börge Lindau, used to say: "An idea is never better than its result."



Image: Björn Ceder

Product: Fjällsippa
Design: Signe Person-Melin
(which will celebrate its 100th anniversary in 2025)

byarumsbruk.se/en

Byarums Bruk

From beverage cans, engine blocks, and everything else made from aluminum, both art and furniture can be created that will last into the next generation, and beyond.

The employees at Byarums Bruk have extensive experience in casting techniques and working with aluminum, which is a genuine and unique craft. The casting is done using a technique called raw-sand casting, an ancient method in which models are pressed into a mixture mainly consisting of sand, which is then used to create molds for casting. This is an industrial craft that we are happy to showcase for you.

Byarums' products are primarily placed in public environments, such as streets and squares, parks, cemeteries, and golf courses, where the products stand outdoors year-round. This means that Byarums Bruk's customers expect excellent durability, high-quality design, and an environmentally friendly approach. A testament to this is that Byarums Bruk has been appointed a Royal Court Supplier. Examples of products for public spaces include various types of sofas, benches, and tables, as well as large plant containers.

Design House Stockholm

We distinguish ourselves as a publishing house, rather than a conventional producer—a catalyst for creativity. We explore, refine, and push the boundaries of the natural resource of Scandinavian design. This is our homage to creativity.

We invite new and upcoming as well as established designers, and knowledgeable manufacturers, to collaborate with Design House Stockholm, and by being curious and listening, we explore and curate the most innovative Scandinavian design.

Our products' reason for being is always about function and details, where our principles for sustainability permeate the entire business—longevity over generations in products, materials, and production.

We bring new and innovative design ideas to life and curate a collection of the very best Scandinavian design. Our products should always have a story and functional reason for being and bring something new to their genre—and always with an uncompromising attention to detail.

Design House Stockholm is all about quality and timelessness, yet also personality and attitude—design with a quest for an inner spirit, not just outer shapes. Our design can be unexpected and challenging. It can arouse surprise, but will always create a sense of excellence in the midst of everyday life. We call it contemporary design poetry.



Image: Fredrik Sweger

Product: Cube
Designer: Carina Seth Andersson

Carina Seth Andersson, a renowned Swedish designer, creates timeless, purposeful pieces. Her Cube vase, designed for Fogia, is both decorative and functional.

Cube's design is inspired by the natural patterns formed during glassblowing. The relief on its surface, resembling water rings, emerges from the vibration of molten glass in the mold. The vase comes in different colors, each revealing unique variations in texture and appearance. Cube is made to be used, loved, and cherished for years.

Fogia

Fogia is an award-winning Swedish design company known for its high-quality, handcrafted furniture. Collaborating with leading contemporary designers, it combines Scandinavian aesthetics with expert craftsmanship.

Fogia ensures high production quality by crafting furniture in its own factory in Gdansk, Poland, and maintains control over the entire production chain. From carefully selecting timber while still in the forest, to using modern techniques to prioritize sustainability, Fogia's approach reflects a commitment to minimizing waste and environmental impact.

Since its founding in 1981, Fogia has built a reputation for excellence in furniture design, continuously innovating while staying true to its Scandinavian design heritage.

Image: Erik Lefvander



Image: Erik Lefvander



Gärtnäs

Gärtnäs is a three-generation family-owned furniture manufacturer established in 1893. We're located in the south of Sweden and for more than 130 years, Gärtnäs has made furniture recognized for its excellent craftsmanship, quality, and sustainability. In close collaboration with Sweden's most renowned designers, Gärtnäs continues to develop functional and high-quality furniture for the international market.

Our mission is to perform in a passionate and sustainable fashion. We focus on a deep analysis of woodworking, refining the minimal in the most complex and intricate joinery. Gärtnäs is crafted to perfection and committed to function, quality, and sustainability.

For us, integrity means decision-making from a place of humanity. We honor those who came before us, we respect those who work alongside us, we understand those we build for, and we consider those who will inherit the world.

Designed by time and made with love, the Gärtnäs chair is always there for you, whenever and wherever you need it.



Image: Mike Karlsson Lundgren

Product (left): Bleck easy chair
Design: TAF Studio, Gabriella Lenke & Mattias Ståhlbom



Image: Mike Karlsson Lundgren

Product (left): Terrazzo
Design: Kasthall Design Studio



Product (below): Arkad Wide Stripe Icon
Design: Gunilla Lagerheim Ullberg
/ Kasthall Design Studio



Kasthall

Made in Sweden. Designed for the world.

Kasthall’s story is one of balance, defined by the heartbeat of the craft—the rhythmic pounding of the looms in Kinna, Sweden. While the looms are now electric, they still produce the distinctive sound that echoes through the walls, a constant reminder of Kasthall’s heritage as creators of beautiful rugs since 1889.

The mill is the heart of Kasthall, where industrial craftsmanship meets generations of expertise, bringing each rug to life. The people are true masters of their craft. While skills can be taught, mastery must be earned, and Kasthall’s culture is defined by curiosity, ambition, and a constant striving for excellence.

The rugs created embody harmony, with a design philosophy aimed at adding beauty and warmth to spaces and fostering meaningful connections. Kasthall is humbled and honored by the pivotal moments shared on their rugs throughout history, and they look forward to a future where high-quality materials, sustainability, and timeless design matter more than ever.

Kasthall - Master rug maker since 1889

Product (left): Sunny
Design: Note Design Studio + Gunilla Allard

Lammhults

At Lammhults, we are convinced that design has great potential to improve our everyday lives and to contribute to more meaningful and sustainable ways of living. The optimistic spirit is a defining characteristic of Lammhults—a vital part of our heritage since 1945.

Lammhults was founded in the spirit of equality, simplicity, and function, and these principles still inspire us today. Our furniture is straightforward—designed to work well for a long time. But what good is durability without emotion and character? The optimistic mix of purpose and personality ensures everyday spaces look and feel inviting—never boring.

Product (left): Carousel
Design: Gunilla Allard



Massproductions



Image: Jonas Ingerstedt

In 2009, two designers sharing a neo-modernist vision of functional, elegant design decided to break free from PR-driven product strategies to create a furniture company focusing on the interplay between object and context. To realize their vision, they assumed control of the entire production chain—from manufacturing to sales and marketing. This pioneering approach has paid off handsomely, not only in design clarity, but also in distinguished awards, renowned clients, and representation in the permanent collection of the Swedish National Museum of Arts.

Product (left): Bit Side Table
Design: Chris Martin



Image: Martin Runeborg



One example is Långbordet (The Long Table), a modular seating system developed to bring people together across generations and backgrounds, from schoolyards in the north to waterfronts in the south. Another is Kebne, our iconic outdoor gym inspired by the peaks of Swedish Lapland, designed to promote health and movement in everyday life.

Product (below): Strikt
Design: Leena Landgren



Nola

Nola — Public space, designed for life

Nola is a Swedish design company dedicated to creating furniture and products for the public realm—the shared spaces that act as society’s living rooms. For us, public design is never just about objects. It’s about people. Togetherness, well-being, and community are the driving forces behind everything we do.

For over four decades, we’ve worked closely with leading designers and architects to furnish parks, plazas, courtyards, and city streets with thoughtfully designed furniture—often tailored for a specific site or need.

At Nola, we believe in creating durable, inclusive, and joyful environments—places that support the rhythms of everyday life and reflect the values of an open, democratic society. Many of our collaborations begin with a site, a community, or a need—and are realized through close partnerships with urban planners, landscape architects, and municipalities.

With a deep commitment to quality, sustainability, and Scandinavian design traditions, all of our products are manufactured in Sweden. Our ambition is simple but vital: to help cities become more welcoming, vibrant, and humane—one bench, table, or trash can at a time.

Näfveqvarn

From canons to pots

Näfveqvarn is one of Sweden's oldest and most prestigious design companies. In the first half of the 20th century, Näfveqvarn brought together the elite of Swedish design and was renowned worldwide for its quality and creativity. International design celebrities such as Anna Petrus, Folke Bensow, and Gunnar Asplund were associated with the company, creating classic products with the timeless material, cast iron.

The first blast furnace at Näfveqvarn was ignited already in 1623, initially producing canons. By the 19th century, the company had shifted its focus to pans, stoves, and plows. In the 1920s, Näfveqvarn gained international fame for its cast iron products.

In the fall of 2018, Eva Anegrund revived the production of several iconic products that had made Näfveqvarn famous during its peak years. Today, these products are cast with the same quality as in the 1920s but with a modern approach to sustainability and made from recycled scrap. Production takes place in Sweden, utilizing wind and hydro power as energy sources. This ensures good design that is sustainable from both design and environmental perspectives.

Image: Johan Lindskog



Product (below): Flowerpot no. 1
Designer: Anna Petrus

Image: Johan Lindskog



Product: Font
Designer: Matti Klenell

offect.flokk.com
flokk.com/en/sweden

Offecct /Flokk

Furniture with a mission

Since the founding of Offecct in 1990 in Tibro, Sweden, we have collaborated with renowned architects and designers to create award-winning furniture with a mission. We guide our clients in making sustainable decisions that lead to unique environments suited to their needs. This is made possible through our offer of bespoke solutions for colors and fabrics in our collection, extensive knowledge in product development, and committed service.

Offecct is part of Flokk—a house of brands. Flokk is the leading manufacturer of high-quality workplace furniture in Europe and has developed a growing family of global brands. We are the proud owner of product brands HÅG, Offecct, Giroflex, RH, Profim, 9to5 Seating, BMA, RBM, and Connection. A structured focus on the environment over several decades has enabled us to be a leader in the development of sustainable furniture.

Flokk products are sold in more than 80 countries worldwide. About 1,700 employees work together to realize the vision of Flokk: Inspire great work.

Stina Löfgren

Stina Löfgren works with images and objects. The drawn line is her main tool for exploring and encircling, and the result often highlights the surreal in everyday life.

With a background in illustration and craft, she now splits her time between making public art and art editions, with assignments in illustration and design.



Image: Stina Löfgren



Image: Sanna Lindberg

Image: Marcus Lawett



Product (left): String shelf
Design: Kajsa and Nisse Strinning

Product (left & below): Museum sidetable
Design: TAF Studio

Image: Marcus Lawett



String Furniture

String Furniture is a Swedish design company that produces a number of modern classics and furniture brands. String, designed by Kajsa and Nisse Strinning in 1949, has earned a place in design history thanks to its elegant simplicity and ingenious construction that can be put together in an infinite number of configurations and is just as modern today as when it debuted eight decades ago. Pira G2, originally designed by Olle Pira in 1954, was given a contemporary interpretation by Anna von Schewen and Björn Dahlström in 2023. Other celebrated products include the Museum Collection, designed for the reopening of the Swedish National Museum, and Relief, a modular system, by TAF Studio. The latest contribution, Center Center, designed by Form Us With Love, is a modular system intended for modern workspaces. More than 95% of String Furniture products are made in Sweden, using renewable, recyclable, or recycled materials.

Image: Svensson



Product: Heritage medio
Design: Johanna de Ru

Product: Heritage tailor
Design: Johanna de Ru

Product: Heritage etage
Design: Inger Högberg

Product: Rami plus
Design: Eva Larsson

Svensson

Svensson designs and manufactures textile solutions to improve indoor environments in public spaces—combining Scandinavian aesthetics with function. With over 135 years of experience, we offer a broad selection of hanging textiles and upholstery fabrics that support well-being, comfort, and sustainability.

Since our founding in 1887, all production takes place in Kinna, Sweden. Here, we manage every step of the process—from yarn to finished textile—giving us complete control over quality, detail, and innovation. Our textiles are used in a variety of settings, such as offices, schools, healthcare facilities, and hotels, where they help shape spaces that feel calm, comfortable, and inspiring.

Our range includes acoustic textiles that enhance sound environments and solar control fabrics that regulate light for a better indoor climate. As a fourth-generation family business, we take pride in our heritage, responsibility, and long-term commitment to people and the planet, helping to create better spaces around the world.

Image: Svensson





Image: Mikael Lundblad

Product: Avavick stool
Designer: Katja Pettersson

swedese.se/en

Swedese

Sophisticated simplicity from Småland

“Let’s get started and see how it goes,” said Yngve Ekström in 1945. We now know how it went. Back then, Yngve Ekström, his brother Jerker, and their friend Bertil Sjöqvist were not so certain. In the small town of Vaggeryd alone, there were 16 furniture companies in the 1950s, together employing just over half the working population. Now, only one of them is left.

Today, Swedese creates furniture and designer pieces that affect and add function and beauty to people’s everyday lives. Products for the body, the senses, and life.

We aim for everything we develop and produce to work in multiple contexts, and it is only in its encounter with the user, and the setting in which it is placed, that a product really comes to life and takes on its final form.

Using our knowledge of how colors, materials, and design can promote well-being, we can create both sensual and functional experiences. Always with the human need for aesthetics, ergonomics, and function in mind. We believe that the whole is greater than the individual parts and see ourselves and our products as part of a bigger picture.

We aim for Swedese’s products to emanate the same personality as the brand. This means every product we put our name to also has a role to play in a greater whole.

Driven by our knowledge and experimental zeal, we continuously seek sustainable approaches to take us into the future.

Image: Andy Liffner



Product (left): w153 Île
Designer: Inga Sempé

With w153 Île, Inga Sempé revisits the simple yet clever clamp lamps of her childhood, upgrading their status while adding stability, personality, and multi-functionality.

Wästberg Lighting

With a mission to create well-being through good light, Magnus Wästberg founded Wästberg Lighting in Helsingborg, Sweden, in 2008. In close collaboration with leading architects and designers, Wästberg creates long-lasting, technologically driven, economically viable, and environmentally conscious lighting. Lighting that answers to fundamental human needs, both physical and emotional, and adapts to these needs as they evolve and shift.

Wästberg's products can be found in offices, homes, hotels, and museums all over the world, earning the company international acclaim and over 60 prestigious design awards.

Image: Andy Liffner



Product (left): w221 Medium Pendant
Designer: Claesson Koivisto Rune

Whether suspended above a dining area or a conference table, its perfectly balanced presence echoes the lightness and precision seen in its siblings, w151 Extra large pendant and w201 Extra small pendant. Carefully and expertly illuminating any space it finds itself in, w221 Medium pendant can be trusted to create a welcoming atmosphere and a heightened spatial experience.

Zilenzio



Image: Jockeono

Zilenzio is a Swedish brand with over 20 years of experience creating calm, sustainable work and learning environments. Through research, innovation, and design, Zilenzio develops solutions that reduce noise and visual distractions, allowing people to work, think, and interact in balance. Every product is the result of research-based knowledge of sound and design, analyses of work environments, collaborations with acoustic researchers, and tests conducted according to international standards.

Through collaborations with some of Scandinavia's most award-winning design studios and architectural firms, including Note (design studio), Norm Architects, White Arkitekter, and Studio Stockholm, Zilenzio continues to shape the workplaces of the future.

Product: Skog
Designer: Note Design Studio



Image: Erik Lefvander



