

# FRITZ HANSEN

Press release - August 2021

## **Fritz Hansen makes a welcome return to Salone del Mobile 2021**

When the 2021 edition of Salone del Mobile kicks off on 5 September, Fritz Hansen will reveal its latest designs and extraordinary legacy in two of Milan's prime design locations; MC Selvini and Fondazione Sozzani.

In partnership with MC Selvini, Fritz Hansen will present products news at the Milanese store, including the recent and colourful Series 7™ update curated in collaboration with gallerist, design curator and founder of 10 Corso Como, Carla Sozzani. A Sense of Colour showcases Arne Jacobsen's iconic stacking chairs in 16 contemporary colours and seven base options selected together with Sozzani.

Hosting cocktails and conversation alongside extraordinary design, Carla Sozzani will also be on site at 6 pm on 7 September for an exclusive, live-streamed design talk on the new chromatic colour palette and her predilection for Danish design. Fondazione Sozzani will also present A Sense of Colour in intriguing ways.

SALONE DEL MOBILE 2021



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New season arrivals include the elegantly innovative Clam™ pendant, designed in opal glass and brass by Ahm and Lund, and the updated anniversary edition of the evergreen PK22 chair, which will stand alongside the brand's design classics, including Vico Magistretti's stylish and stackable Vico Duo chairs.

Open to press, partners and consumers alike, the immersive experiences on offer highlight Fritz Hansen's commitment to extraordinary design, bridging the gap between generations and craft.

Meet us at:

MC Selvini, Via Carlo Poerio, Milano

All days 10AM – 8PM.

Please join our live talk with Carla Sozzani on Tuesday September 7th at 6PM.

No RSVP is needed.

Experience the A Sense Of Colour installation at 10 Corso Como from September 5.

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Founded in Denmark in 1872, Fritz Hansen is a global leader in furniture, lighting and accessory design and production. Driven by a passion for beauty, quality, and craftsmanship, the company embodies a modern, Nordic lifestyle and collaborates with visionary artists, designers, and architects from around the world. The brand has collaborated with Arne Jacobsen, Cecilie Manz, Hans J. Wegner, Piero Lissoni, and Poul Kjærholm, among others.

Today Fritz Hansen designs are sold in more than 85 countries through 2,000 points of sale, including flagship stores in Copenhagen, San Francisco, New York, Seoul and Tokyo. The company employs 300 people worldwide and maintains its headquarters north of Copenhagen, serving design-passionate customers through contract and retail.

For more information, visit [fritzhansen.com](https://www.fritzhansen.com)