

Planner™ coffee table by Paul McCobb

Original and honest design

Press release



One of the leading designers of the American design movement from the mid-20th century, Paul McCobb, now becomes part of the design family of Republic of Fritz Hansen™ with coffee tables from the Planner Group series, designed in 1953. Many designers are inspired by McCobb in their expression, but with this re-launch, Fritz Hansen will now be one of the first companies to present an original McCobb design. His style and aesthetics are just as relevant today as they were then and will thus complement Fritz Hansen's timeless design universe in the most elegant way.

INTERNATIONALSCANDINAVIAN

McCobb's no-nonsense approach to design, where aesthetics and function are combined only in the most essential elements, go hand in hand with the Danish design traditions and is also a quality that Fritz Hansen respects and honours in their own collection. McCobb is known for his simple, linear designs, completely free of ornamentation, which is clearly inspired by his childhood and youth in New England and by the designs of the shaker movement, which in many ways was a precursor of the functionalism of the 20th century. But the Scandinavian traditions of craftsmanship are also apparent in the design, which has a generally international expression with genuine materials and craftsmanship of high quality. At the same time, his designs are characterized by great originality with small but important details, which make you identify them as genuine McCobb designs right away. The series was named Planner Group because McCobb wanted the furniture to make it easy to plan a room. With the launch



of the Planner™ coffee tables, the ambition is to convert this functional piece of furniture into a stylish design for the modern home.

Head of Design at Fritz Hansen, Christian Andresen, gives his view of the American designer.” Paul McCobb’s design is sophisticated, simple and almost floating in its expression. Its nature is timeless, yet contemporary, as it maintains certain unaltered aesthetic principles. In my opinion, McCobb’s design aesthetics reflect the very definition of a classic furniture icon,” Christian Andresen explains.

AN ORIGINAL MCCOBB BROUGHT FORWARD TO 2018

Fritz Hansen’s edition introduces the Planner™ with a marble table top that is only 20 mm in thickness and characterized by a natural and unique surface. The blackish grey marble invites you to indulge in the open structure and appearance of the stone, which tells beautiful haptic stories with its white veins and greyish shades. The cream-coloured marble plate has a more closed structure and homogeneity, but still with a characteristic appearance. Its light and delicate expression is personalized by the greyish brown shade formations, which make each table top perfectly unique.



In line with McCobb’s design philosophy, there is perfect balance between the two elements of the table. The table top stands on an elegant steel frame, which is extremely sturdy despite its light and floating appearance. A distinct detail is the narrowing of the steel at the bottom - a good example of how you recognize a genuine McCobb.

PAUL MCCOBB (1917-1969)

Paul McCobb moved from Boston to New York in order to follow his dream of becoming a designer. When it comes to design, he was self-taught, but his deep understanding of perspective paved the way for his future career as one of the most important designers of his time. Perspective and scale were particular McCobb trademarks and his tables, shelves and even lamps were the result of a meticulous attention to the room and the context of the design. Fine lines, simplicity in form and an obvious lightness characterize the works of Paul McCobb. He definitely contributed to the redefinition of the trends of American interior design in the 50s and 60s. He was a realist and a perfectionist and his designs are a clear reflection of his personality. His designs have not been in production since the 1960s, but are now entering the international design scene again. Fritz Hansen will be one of the first companies to market a re-launch.



The Planner™ coffee table will be launched in three versions; a square, a circular and a rectangular one. In stores from September 2018.

[DOWNLOAD PRESS KIT HERE](#)

For further information, please contact:

GLOBAL:

Line Blomqvist

libl@fritzhansen.com

Tel.: (+45) 2519 0703

BENELUX

oona

Viktoria De Cubber

viktorija@oona.be

Tel.: (+32) 49 49 82 144

JAPAN & APAC

Mayuko Aizawa

maa@fritzhansen.com

Tel.: (+81) 3 5778 3100

UK

Katie Richardson

katie@katierichardson.co.uk

Tel.: (+44) 7795 623 572

SOUTH KOREA

Kayoung Chloe Park

cpar@fritzhansen.com

Tel.: (+82) 10 7233 5594

ITALY

Press Office Roberta Eusebio

Veronica Valenza

info@robertaeusebio.it

Tel.: (+39) 02 20404989

GERMANY

Brand. Kiosk

Susanne Günther / Lisa Katzenberger

fritzhansen@brand-kiosk.com

Tel.: (+49) 69 2649 1122

FRANCE:

Agence 14 Septembre

Charlotte Rivier

charlotterivier@14septembre.fr

Tél : (+33) 1 55 28 38 28

Republic of Fritz Hansen™ is an exclusive brand founded in Denmark in 1872 with the mission of crafting timeless design. Today, Fritz Hansen is a global player with concept stores and retail outlets around the world. The Fritz Hansen collection comprises world-famous classics and contemporary furniture products, all developed in collaboration with leading international designers such as Arne Jacobsen, Poul Kjærholm, Piero Lissoni, Kasper Salto and Jaime Hayon. We also offer an exclusive range of home interior accessories with our Objects collection. In 2015, Fritz Hansen acquired the Danish lighting manufacturer Lightyears, which produces contemporary lamps created with Danish and international designers such as Cecilie Manz, GamFratesi, Jo Hammerborg, Iskos-Berlin, KiBiSi, Jørn Utzon and Christian Dell. We believe that a single design object – be it furniture, lighting, or an accessory piece – can dramatically enhance an entire space and the experiences of the people who live or work there. We design beautiful furniture without compromising on comfort, and continuously strive to strengthen our position among the absolute global elite of design, luxury and lifestyle brands.

