



BY LASSEN

by Lassen owns the rights to the designs of two of Denmark's greatest architects: Mogens Lassen and Flemming Lassen. The Lassen brothers were innovators in architectural modernism and produced numerous iconic designs throughout their lives. Our simple mission is to build upon the tradition of Mogens and Flemming Lassen to ensure that exceptional original and rediscovered designs continue to live on through new generations.

by Lassen.
Copenhagen

WITH THE LASSEN CHAIR, BY LASSEN POSITIONS ITSELF AS A FURNITURE COMPANY TO WATCH



The Lassen Chair is an ode to architects the Lassen brothers, who had an uncompromising approach and special feel for detail, quality and form. The chair combines Flemming Lassen's love of organic, wavy, unconventional silhouettes, with Mogens Lassen's sense of stringent contours.

The result begs to be sat on, and because it makes one feel both comfortable and supported, it's a piece that encourages long evenings around the dinner table in good company. And because of the same, it's also a piece as suited to the office as to pure relaxation.

The chair combines an upholstered seat and back with a geometric frame in powder-coated black metal, informed by Mogens Lassen's iconic Kubus candlesticks. Go for a sophisticated statement colour, or a muted tone for a harmonious and timeless look – whichever you choose, the chair will be a piece of furniture that echoes the striking personalities of the architect brothers.

Magnus Sangild, chief designer at by Lassen, has designed the chair with respect for both the company's and Flemming and Mogens Lassen's traditional design DNA:

"As a natural expression of a long-standing, in-depth knowledge of the brothers' previous works, I have interpreted their unique language as a simple yet classic chair that prioritises comfort, aesthetics and functionality," he explains.

Over the last five years, by Lassen has focused on launching furniture that reinforces its design heritage, identity and position as a furniture brand. The Lassen Chair is a seamless addition to the well-known chairs The Tired Man and Saxe, as well as the minimalist dining table Conekt, which launched in SS17.

PRODUCT NAME
Lassen Chair

DESIGN
Magnus Sangild

MATERIAL
Textile or leather

PRICE FROM
EUR 670

LAUNCH
January 2018

For more info about the product please contact
Lisa Rasmussen at press@bylassen.com