

CARL HANSEN & SØN



LIMITED EDITION



HANS J. WEGNER

CH24 BIRTHDAY CHAIR 2022
TEAK LEATHER



SELL-IN MATERIAL
CH24 BIRTHDAY CHAIR | TEAK LEATHER

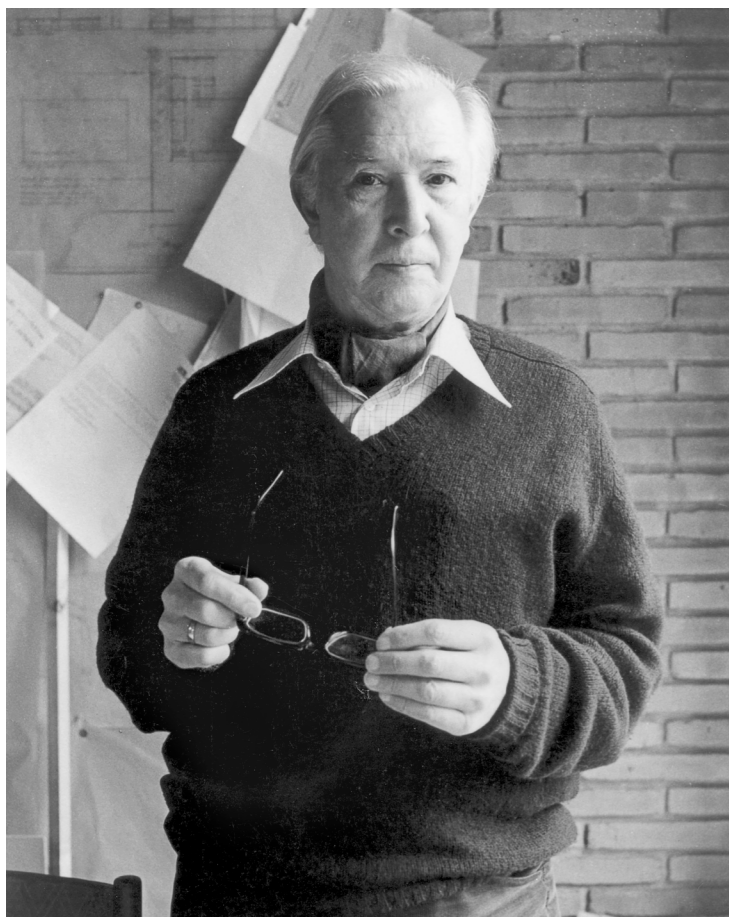


LIMITED EDITION CH24 BIRTHDAY CHAIR 2022

With more than 70 years of collaboration with Hans J. Wegner, Carl Hansen & Søn once again marks Wegner's birthday on April 2nd with a limited edition CH24 Wishbone Chair. "Every year when we celebrate Hans J. Wegner's birthday, we aim to create a version of the Wishbone Chair with a new look but without compromising on the chair's design integrity," says Knud Erik Hansen, CEO of Carl Hansen & Søn.

This year we present the limited edition chair in a new, elegant combination of FSC™-certified teak and olive tanned leather. The chair features an exclusive small brass plate engraved with Hans J. Wegner's signature and date of birth discreetly placed on the inside of the frame. It also comes with a certificate of authenticity.

The CH24 Birthday Chair may only be sold on April 4th.



HANS J. WEGNER
1914-2007

Among Danish furniture designers, Hans J. Wegner is considered one of the most creative, innovative and prolific. Often referred to as the master of the chair, he designed more than 500 – many of them considered masterpieces.

Hans J. Wegner was part of the spectacular generation that created the first wave of Danish Modern design. 'Many foreigners have asked me how we created the Danish style,' Wegner once said. 'And I've answered that it was a continuous process of purification and of simplification – to cut down to the simplest possible design of four legs, a seat, and a combined back- and armrest.'

The core of Wegner's legacy is his focus on showing the inner soul of furniture pieces through a simple and functional exterior. The son of a cobbler, Wegner was born in 1914 in Tønder, a town in southern Denmark. He began his apprenticeship with Danish master cabinetmaker H. F. Stahlberg when he was just 14 years old. Later on, he moved to Copenhagen and attended the School of Arts and Crafts from 1936 to 1938 before setting out as a furniture designer.



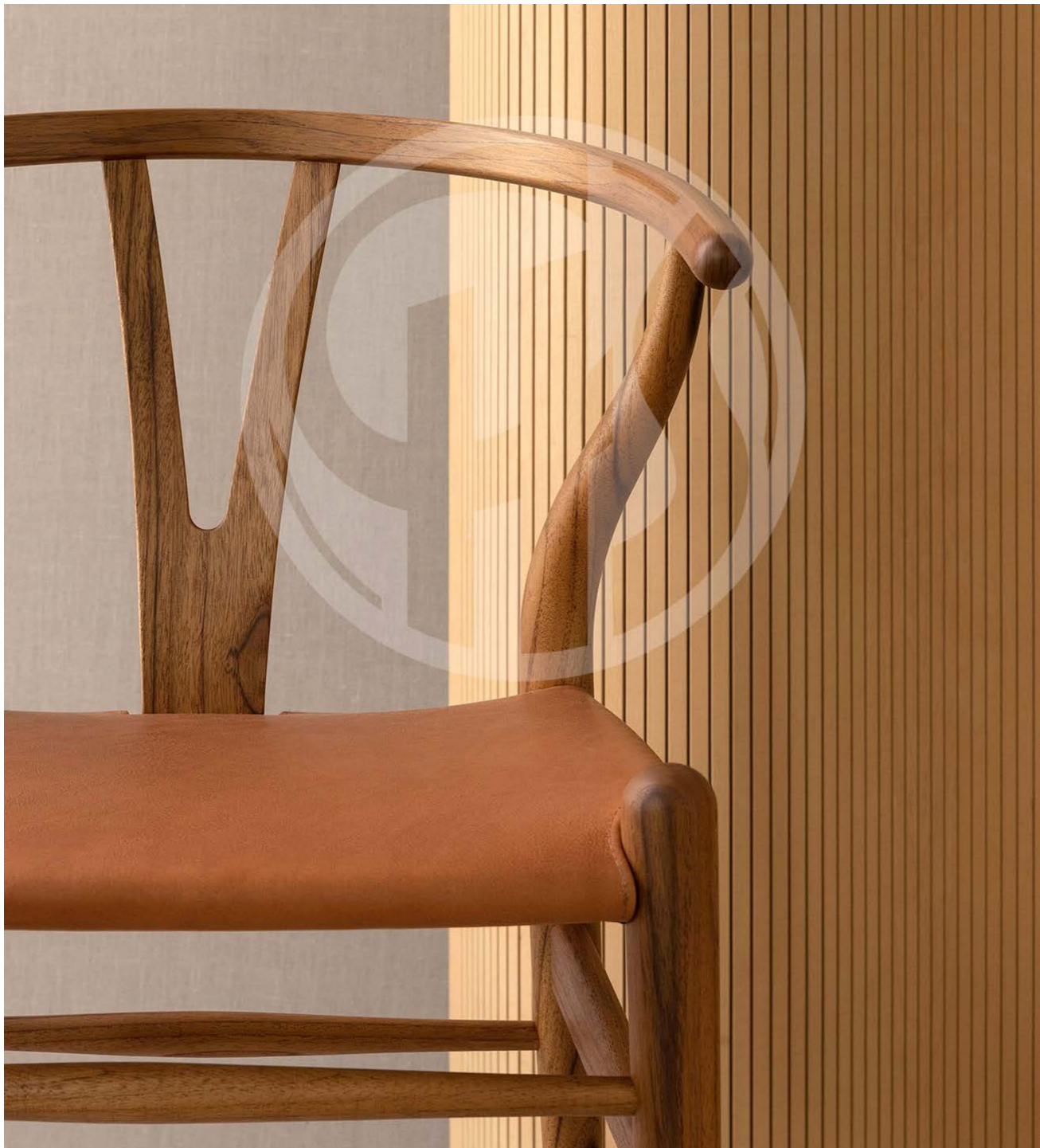


“The Wishbone Chair is an international design icon and holds such a strong place in people’s consciousness, and therefore the design has the potential to be reinterpreted using new materials. Hans J. Wegner himself experimented throughout his life with variations on the same theme and worked constantly to perfect and develop his designs.”

He continues: “Back in the 1950s and 1960s, Wegner often worked with teak, and it is therefore obvious to continue this work but in a contemporary context where both wood and leather are certified to minimize the climate footprint. We are therefore proud to present the exclusive special edition in certified teak and certified olive tanned leather.”

KNUD ERIK HANSEN
CEO OF CARL HANSEN & SØN





MATERIALITY

Teak and leather are natural and changeable materials, which means that each chair is one-of-a-kind. The warm, brown teak has a dynamic expression, which patinates beautifully over time, with the color elegantly changing from orange to reddish-brown shades. The seat is upholstered in a cradle-to-cradle certified aniline leather, where the hallmark is visible markings in the structure of the leather. In addition, the tanning of the leather is made from a plant-based olive extract that not only provides a golden and tactile surface, but at the same time is biodegradable. As the aniline leather can absorb the color of the olive leaves differently, each chair will appear natural and exceptional.



CH24 BIRTHDAY CHAIR

Frame: FSC™-certified teak, oil

Seat: Olive tanned leather, cradle-to-cradle certified

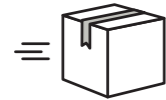
CH24 LIMITED EDITION BIRTHDAY CHAIR 2022

TOP USP'S:

- Limited edition of the iconic Wishbone Chair, celebrating Hans J. Wegner's 108th birthday
- FSC™-certified oiled teak frame with olive tanned leather seat
- Teak and leather are natural and changeable materials, making each chair unique
- Special edition collector's item
- Exclusive and rare leather seat
- Engraved brass plate with Hans J. Wegner's signature and date of birth
- Certificate of authenticity is attached



PRE-ORDER: From March 16th 2022 to April 3rd 2022



DELIVERY OF FURNITURE:
For dealers: from March 28th 2022.
For end customers: from April 4th 2022.



IMAGES AND SOME CONTENT: From March 28th 2022



ADVERTISING: From March 28th 2022



CARLHANSEN.COM: From March 28th 2022



POS MATERIAL: From March 28th 2022

CAMPAIGN ELEMENTS

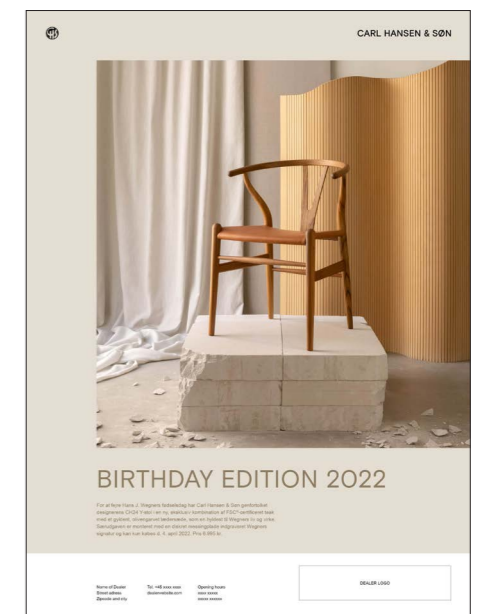
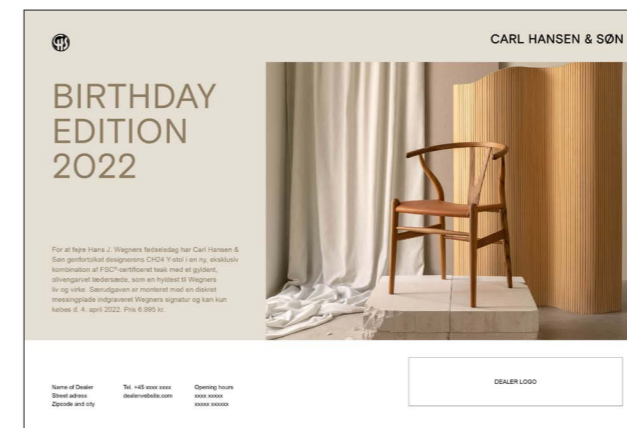
IMAGES, VIDEO & SOME CONTENT

- 10 x lifestyle images
- 3 x packshots
- 1 x video
- 1 x social media content template

POS MATERIAL



DEALER ADVERT TEMPLATES



Please download image photos, pack shots and SoMe content from Dealer site.

