

# EXPERIMENT

No.2  
2017



**BOB  
THOMAS BERNSTRAND  
STEFAN BORSELIUS  
LUCKY  
LUKA STEPAN  
POCKET  
STONE DESIGNS  
GAIA & GINKGO  
BLÅ STATION FAMILY  
PEACE LOVE & GOOD DESIGN**

**BLÅ STATION**



BOB | Borselius & Bernstrand 2017

Build it short or long, with just a couple or a lot of modules. Each of the five + one different modules are a mere 26 cm in width, which turns Bob into an easily understood and extremely flexibly modular sofa system. Make it straight, add a hairpin turn, or let the caterpillar-like formations flow in gentle rhythmical curves. Where ordinary sofas are usually rectangular, square and predictable, Bob offers an architectonic freedom to either challenge or adhere to all types of spaces. Without any “back” side, Bob faces all directions beautifully, providing even more possibilities for ever-changing interior design architecture. The straightforward construction requires a minimum of maintenance: a frame in FSC-certified plywood with a sturdy yet soft mould of foam, and a wide selection of fabrics and colours.

Johan Lindau, CEO and design manager of Blå Station, has once again challenged two of Sweden’s most renowned designers. Is it possible to allow for maximum flexibility with a minimum of components at a reasonable price? And will Stefan Borselius and Thomas Bernstrand once more be

able to collaborate – even more intimately this time – than with their former success, Experiment 15, which resulted in Honken, Poppe and Morris JR?

‘You can easily get stuck on details when you work alone’, say Thomas Bernstrand and Stefan Borselius in unison. ‘We work faster together when we can switch roles, taking turns at leaning back to take in the big picture, or immersing ourselves in the details.’ Logistics and production handling are obviously of paramount importance. ‘We cut and adjusted a volume in styrofoam in Stefan’s studio until the height and depth was spot on’, says Thomas Bernstrand. ‘Then we rotated it until it fitted perfectly on a Euro pallet.’ The final result is a compact volume for transport, with each module being easy to handle both in the factory and on site. ‘Sit on the back of the sofa, or deep down in it; you will be sitting comfortably regardless’, says Stefan Borselius, and continues: ‘Enter the floor plan into the computer and let Bob flow through space with simple or complex forms. Email the order to Blå Station, and you will get a tailored delivery directly from the factory.’

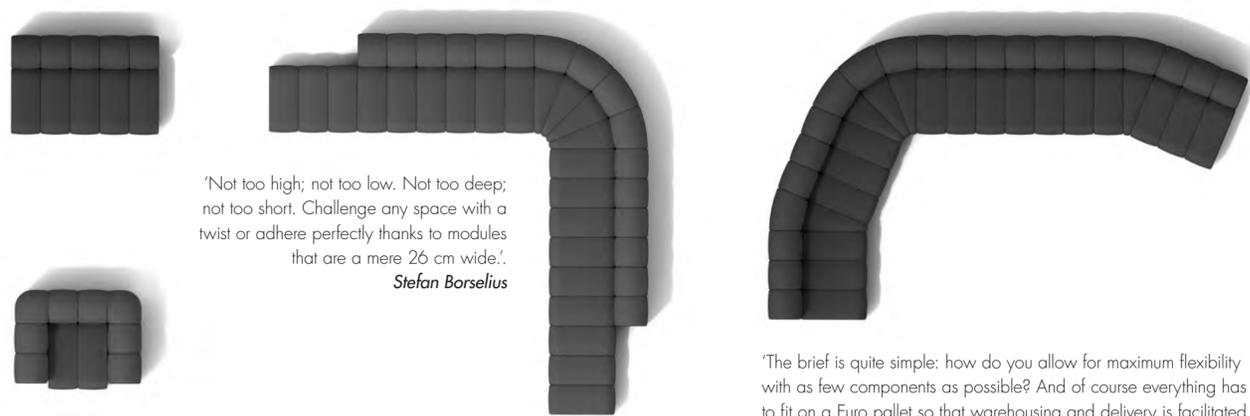




**BOB | MODULES**

'If you can order a table by the metre, why not a sofa? Bob is comfortable and very attractive, with a wide choice of fabrics that perfectly fit the outline. A restricted number of modules allows for any kind of configuration.'

*Thomas Bernstrand*

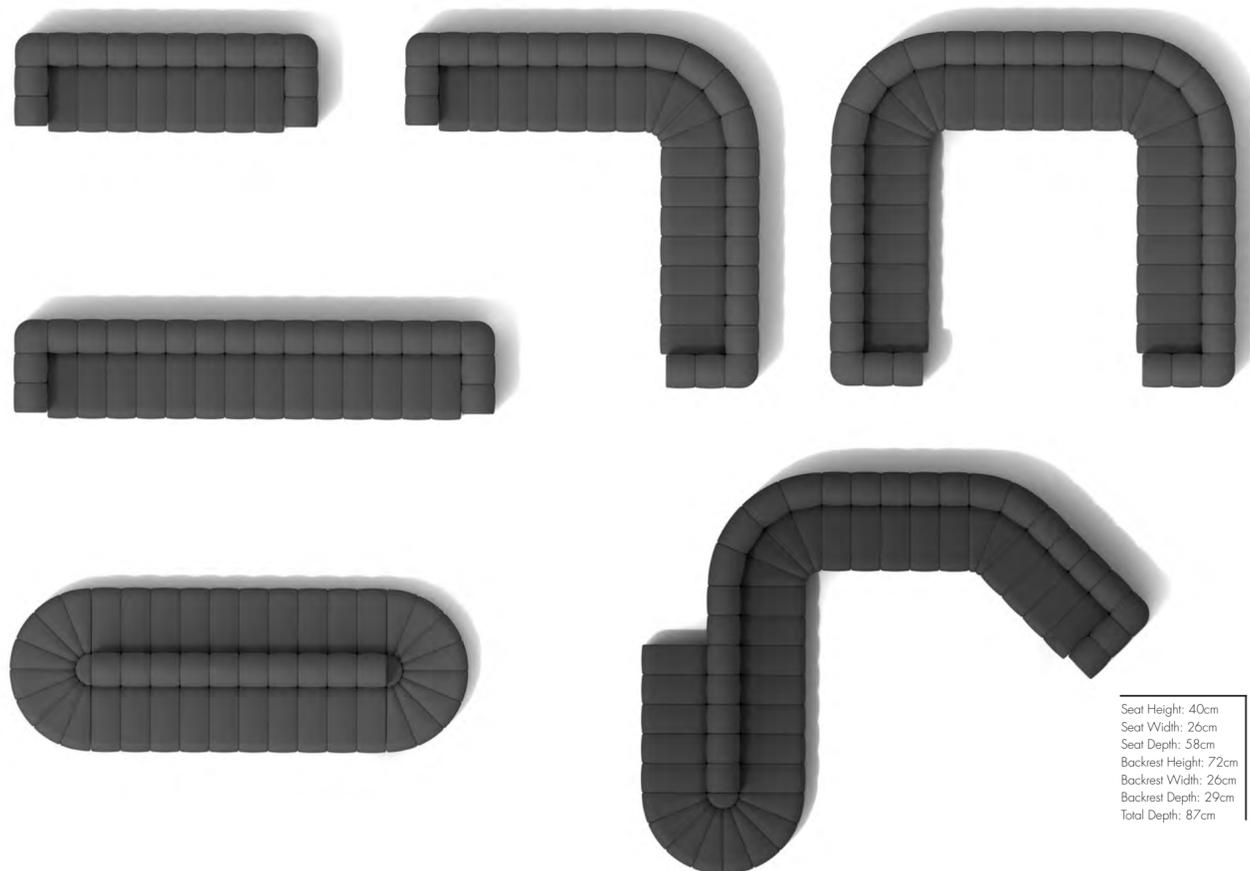


'Not too high; not too low. Not too deep; not too short. Challenge any space with a twist or adhere perfectly thanks to modules that are a mere 26 cm wide.'

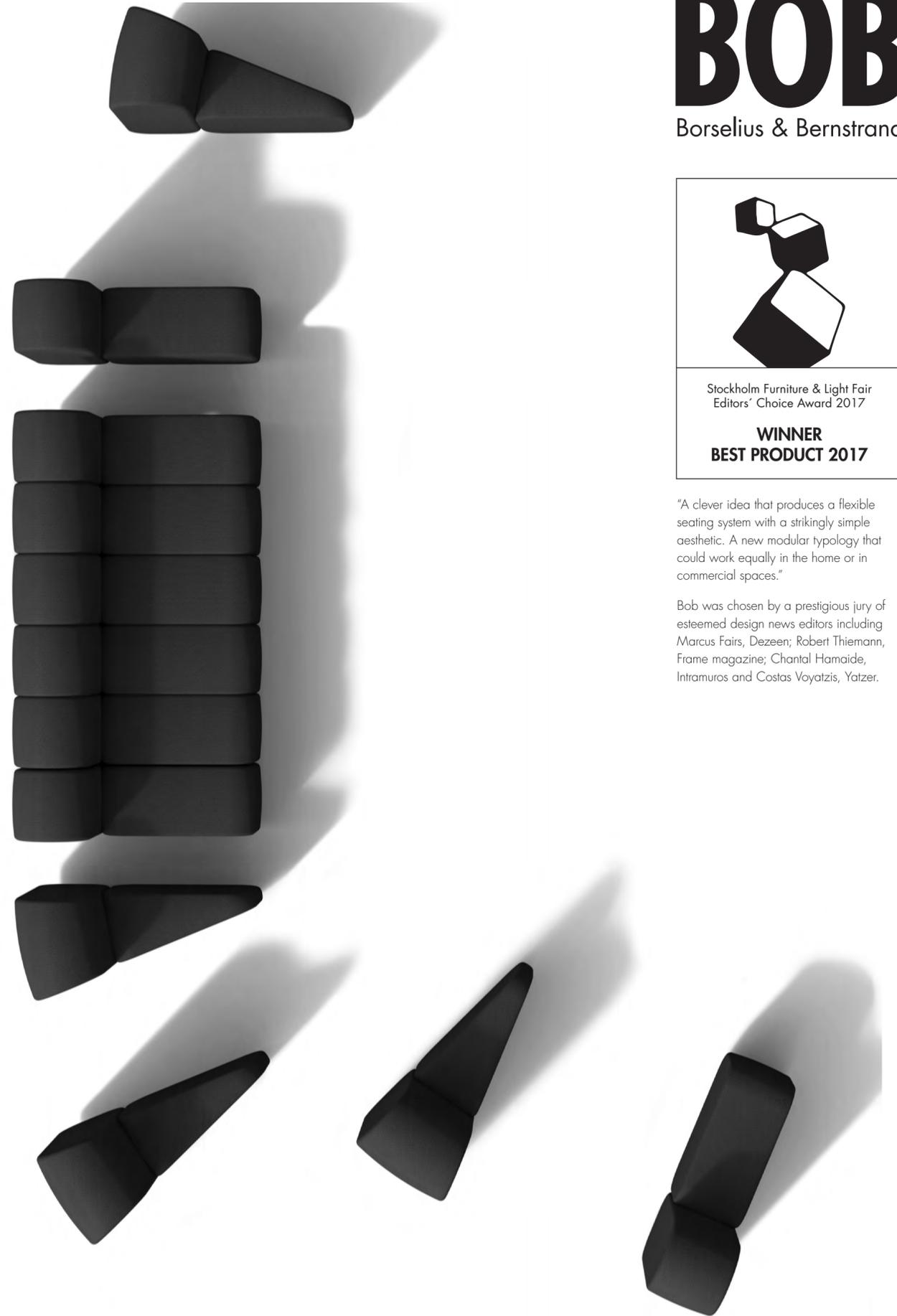
*Stefan Borselius*

'The brief is quite simple: how do you allow for maximum flexibility with as few components as possible? And of course everything has to fit on a Euro pallet so that warehousing and delivery is facilitated.'

*Johan Lindau*

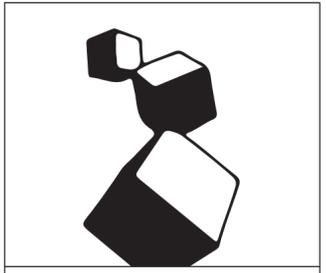


Seat Height: 40cm  
 Seat Width: 26cm  
 Seat Depth: 58cm  
 Backrest Height: 72cm  
 Backrest Width: 26cm  
 Backrest Depth: 29cm  
 Total Depth: 87cm



# BOB

Borselius & Bernstrand

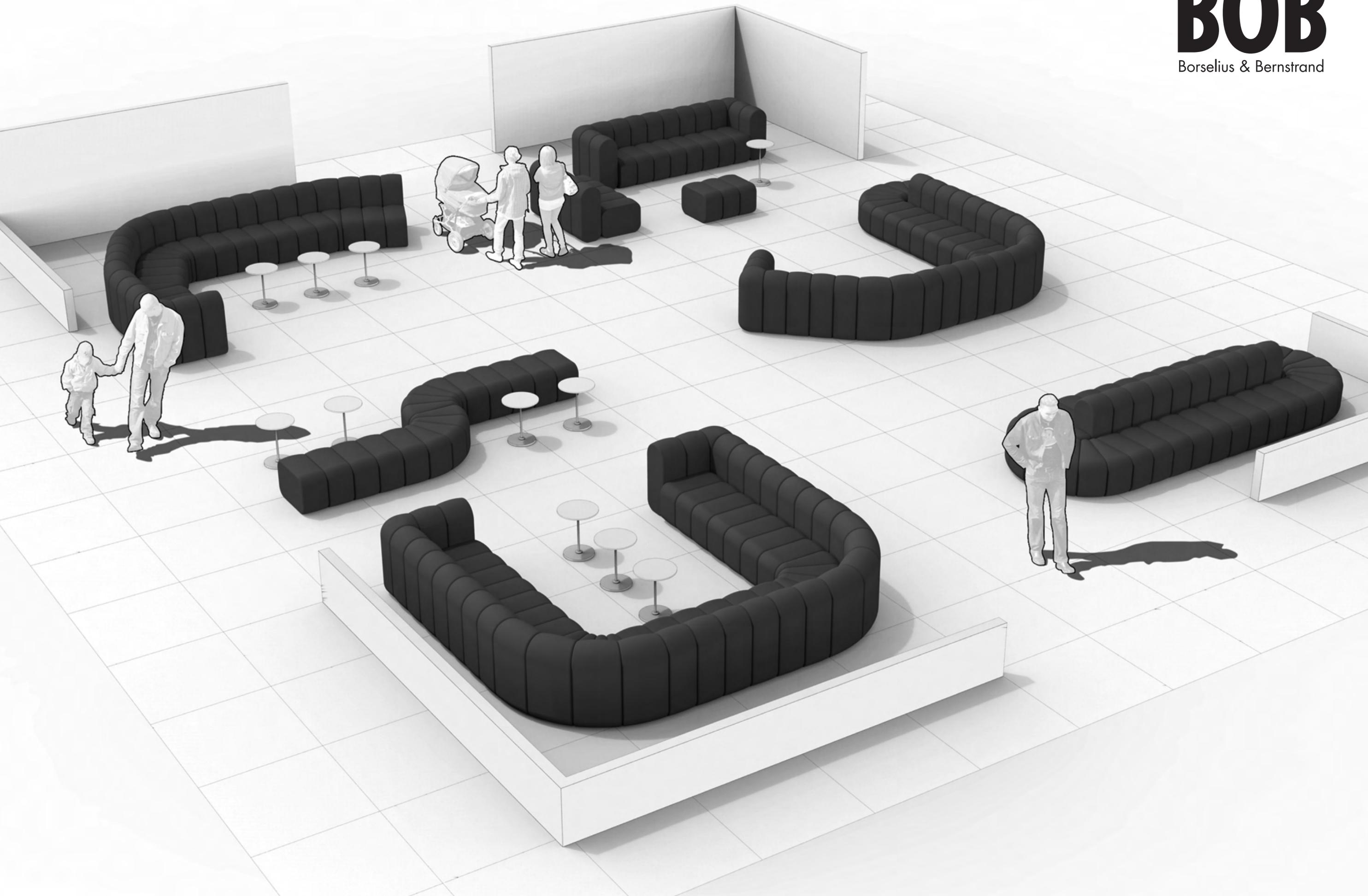


Stockholm Furniture & Light Fair  
 Editors' Choice Award 2017

**WINNER**  
**BEST PRODUCT 2017**

'A clever idea that produces a flexible seating system with a strikingly simple aesthetic. A new modular typology that could work equally in the home or in commercial spaces.'

Bob was chosen by a prestigious jury of esteemed design news editors including Marcus Fairs, Dezeen; Robert Thiemann, Frame magazine; Chantal Hamaide, Intramuros and Costas Voyatzis, Yatzer.





# THOMAS

Thomas Bernstrand



HONKEN | Thomas Bernstrand + Lindau & Borselius 2015

Thomas Bernstrand can boast of being both a renowned Swedish designer and a singular rebel on the Swedish design scene. When Thomas presented the two lamps Do Swing and Sugar Ray at his exam exhibition at Konstfack, the School of Arts, Crafts and Design in Stockholm, they were immediately picked up by Droog Design which featured them in their much-praised show during the Milano fair in 2001. A lamp which allowed you to fly over the bar counter and another in silicon to punch until it lit up. 'I need to justify what I create', says Thomas earnestly. 'Why make a new product? Can I do it differently? In a more environmentally sound way? Allow for more efficient logistics? Make it easier to move? It can almost be anything as long as the product offers something new, otherwise it doesn't count.'

The same desire to challenge prevailing norms with witty and meticulously conceived design is mirrored in Thomas' art project. The Beach, which won the 2008 Siena Landscape Award, consists of sun deck furniture and parasols in a year-round installation in the centre of Stockholm. Movable Space is one of four projects still to be completed; a slowly revolving light installation that will adorn the new commuter rail station Odenplan in Stockholm. Thomas' education spans industrial design to art, and he studied in Stockholm at both Konstfack – the University of Arts, Crafts and Design – and Konsthögskolan – the University of Fine Arts – as well as at Denmark's Designskole. His work can be found in museums both in Sweden and Denmark, and of course in the Blå Station collection. Thomas has also been awarded many design prizes, among them the Young & Design Award, Italy, and the Imm Interior Innovations Award, Cologne, Germany.

#### FAVOURITE PODCAST?

Lilla Drevet, where the cartoonist and radio host Liv Strömqvist succeeds in joking about themes often deemed to be too sensitive for humour.

#### THINGS THAT STIMULATE YOU?

I like opposites. Public art installations are a way of finding new uses of spaces, but they can also make me very angry at the bureaucracy that must be surmounted in order to have your ideas come true. After that it's always quite a relief to turn back to the challenges of industrial design and solving lots of petty details.

#### THE LAST BOOK YOU READ?

Gut: The Inside Story of Our Body's Most Underrated Organ, by Giulia Enders. Isn't it absurd that we fill ourselves with antibiotics, which kill our bacteria, both good and bad, and then we have to rebuild our immune system over and over again?



Stefan Borselius is one of Sweden's most prominent contemporary designers. He has trained as a carpenter at the Steneby School, as a designer at the Carl Malmsten School, and holds a master's degree from Konstfack, the University College of Arts, Crafts and Design in Stockholm. With a keen interest in historic designs, he creates furniture, lights and textiles inspired by new lifestyles and new working environments. All of his work is marked by an attention to proportions and details, and he methodically and wholeheartedly pushes the boundaries of what can be produced, without leaving anything to chance. 'I presented my journeyman piece exactly 100 years after my grandfather's father did the same, but although I felt at ease with carpentry, I wanted to learn how to create and draw my own forms.'

The Oppo chair for Blå Station, 2009, fuses technical and emotional functionality in a soft, cushy friendly form. Stefan has received numerous awards including the Red Dot: Best of the Best Award, 2004. He is represented in the design collection at the National Museum, Stockholm. Many Swedish design companies in lighting, textile, and acoustic products are among his clients, and most of all Blå Station, for whom he has created modern design icons such as Peekaboo, Wilmer and Oppo as well as Sting, designed with Fredrik Mattson.

# STEFAN

Stefan Borselius

#### WHAT DO YOU EXPECT OF 2017?

I hope Trump as president won't affect us too much, but I'm worried of course. I'm gearing up a bit as a designer, with a new employee and a soon-to-be-finished new studio at my home in Boste, near Smygehuk at the southern tip of Sweden.

#### WHERE DO YOU HUNT FOR NEW IDEAS?

As a designer, you turn on a kind of analytical gaze when travelling the world. You wonder how that chair is built, how it is used, how it could be made differently every time you enter a café, a restaurant or a public space. Peekaboo was an answer to the new open office where there is often a lack of private space.

#### BEST RESTAURANT?

Food is really taken seriously at Daniel Berlin in Skåne Tranås, one of the best restaurants in Sweden. It's not a place where you can afford to go regularly, but the flavours, the serving and the fresh ingredients really stimulate, inspire and focus your senses. It's an experience worth comparing to a good theatre play or encountering different cultures.

#### WHAT LIGHTENS YOUR MOOD?

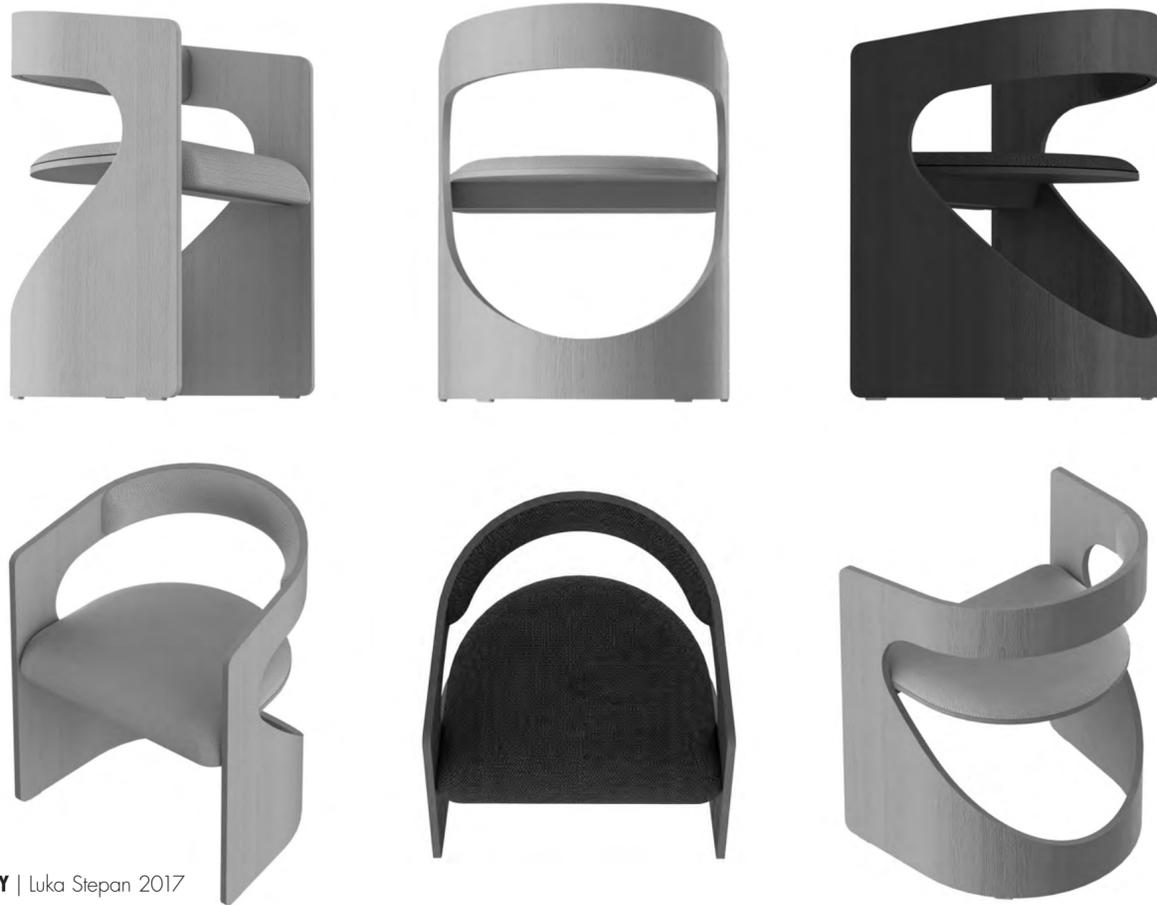
I listen to Swedish and English stand-up along with all sorts of music when I draw my designs. Humour and joy contribute to your creativity just like a good glass of wine.



POPPE | Stefan Borselius + Bernstrand & Lindau 2015

# LUCKY

Luka Stepan



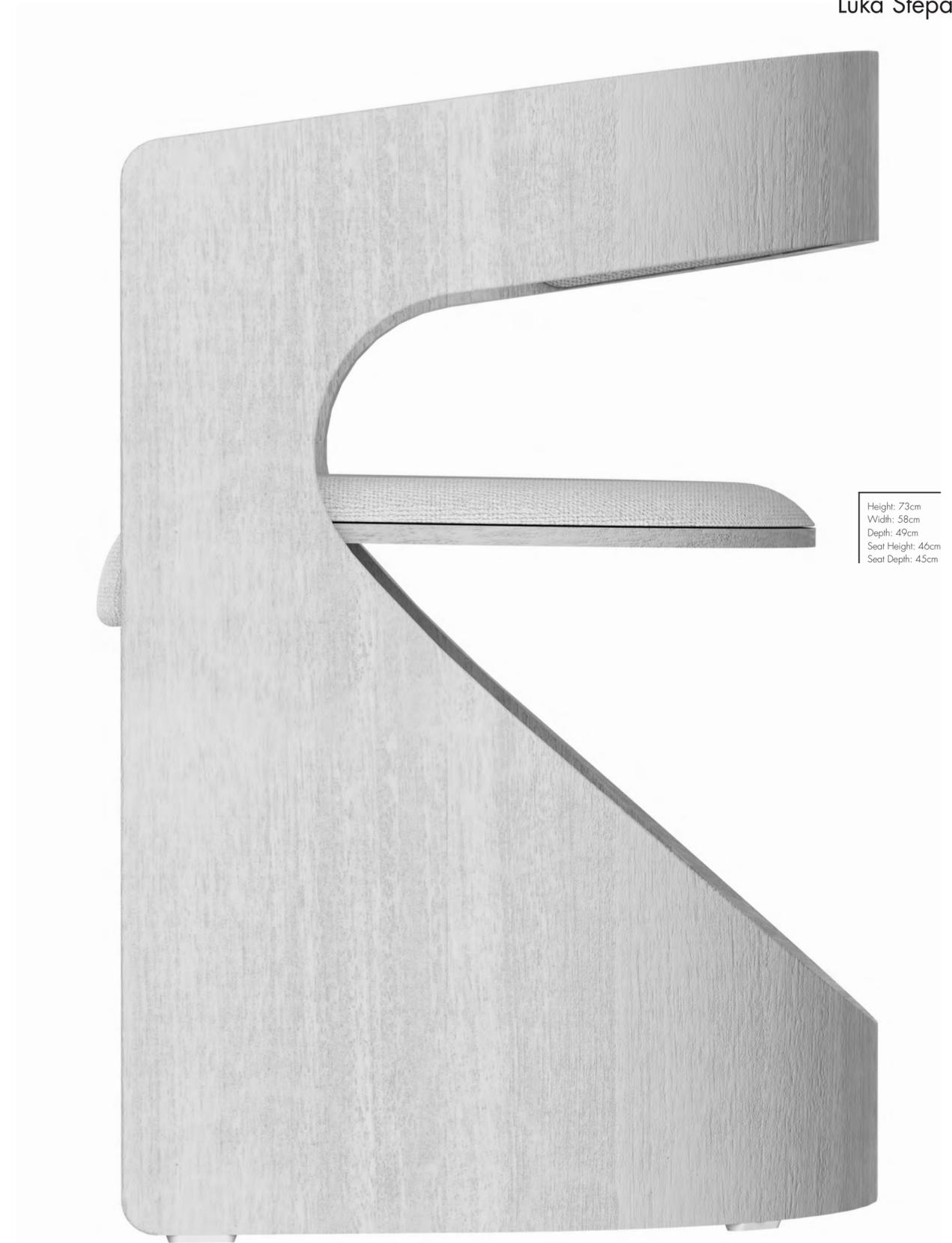
LUCKY | Luka Stepan 2017

Sturdy yet flexible, with a calculated balance of proportions, Lucky is both closed and open, with accentuated horizontal and vertical forms: a chair that offers a comfortable and at the same time almost ritual seating experience. Lucky is made in traditional materials such as oak plywood and has an upholstered backrest and seat covered in leather or textile.

Generously evident in all its simplicity, the monochrome colour scheme underlines a stringent and classical expression. 'When I studied in London eight years ago, I did a lot of experiments with plywood since it was readily available at the RCA workshop.' says Luka Stepan. 'I wanted to use it to achieve a touch of flexibility in contrast to solid wood. I managed to do this by mounting the seat at the front.' Luka describes Lucky as a cantilevered dining chair that, thanks to its slightly lower back, can easily slid in under a table to save space when not in use.

Johan Lindau met Luka last year at Salone Satellite, the Milan Furniture Fair's stage for young designers. 'It would be a breach of my duty as a producer and design manager to always go with the stars

of design, and not check out young talents', says Johan Lindau. 'It's among the students and young yet unknown designers that you might stumble on new ideas.' And the fact that a producer from the north were seduced by Luka's design might be explained by its distinctly Nordic feeling. 'There is a common history in this need to contend in a utilitarian way with scarce resources', says Luka Stepan. 'As a Slovenian I have a different background to work from because of my country's socialist past, but it still requires the same intelligent attitude to researching the full potential of the materials.'



Height: 73cm  
Width: 58cm  
Depth: 49cm  
Seat Height: 46cm  
Seat Depth: 45cm

# LUKA

Luka Stepan

## DESIGN THAT CAN BE IMPROVED?

Car design obviously; it can't just be about styling, can it? It's not enough that Tesla challenges the other manufacturers, there's a lot to do: how do you improve on the interior and how do you interact with all the electronics at your command? And being in charge of so much deadly power in the street, how do you develop the automatic system keeping everything in check? If we will have driverless cars in a sharing economy, what will they look like? What kind of sociological and cultural challenges are we facing?

## THE LAST BOOK YOU READ?

The Architectures of Atelier Bow-Wow: Behaviorology. I'm fascinated with the Japanese metabolists of the 1950s and how their work applies to the architects of today, especially when we look for new types of dwellings for new lifestyles.

## LATEST MUSIC EXPERIENCE?

The Serbian indie-pop band Repetitor; they are at their best live!



Luka Stepan continued his studies at the Royal College of Art in London, after graduating from the Academy of Fine Arts and Design in Ljubljana. He received guidance from Professor Ron Arad at the RCA, and worked as a freelance designer in the UK for several renowned London studios – among them Tangerine – and Luka is now based in Ljubljana with his own design studio. 'Why am I making yet another chair? Yes, that's a good question! There are really way too many chairs in the world, and lots of them are really bad since they don't last long, not even culturally. Lucky is made without any compromises or short-cuts, and while it's not a cheap chair, it's actually an investment because you can count on using it for a long time.'

As a designer, I appreciate restrictions regardless of whether they are related to with artistic expression, marketing issues, sociological concerns etc. It is these restrictions that make you bound to find successful solutions.'

# CUTU & EVA

Stone Designs

## FAVOURITE MUSIC?

'We don't really listen to Flamenco, but my life-long favourite is Debussy's Claire De Lune', says Cutu Mazuelos. 'We also appreciate Nordic music like Sigur Rós and First Aid Kit.'

## THE LAST BOOK YOU READ?

Tratamiento psicológico de la hipcondría y la ansiedad generalizada. Who really believes in the image of designers all clad in black going from success to success? It's a tough, stressful life; you travel all day, you've got all these deadlines, it hurts a lot, and you really have to curb your anxiety and hypochondria. I believe that in order to make people happy, you must also allow yourself to experience sadness once in a while.



Cutu Mazueolos and Eva Prego started their design studio Stone Designs more than 20 years ago, and today have clients all around the world. Offices are to be found in Shanghai, Tokyo and Moscow, as well as their home town of Madrid. Their designs have earned them great popularity among Swedish manufacturers thanks to a Nordic feeling which surpasses even local designers. Maybe it's because of an aversion to an ever-more artificial world? 'We feel a strong affinity with both Nordic and Japanese culture and aesthetics. We talk the same language', says Eva Prego. 'Furthermore, colour is a universal language, which people understand and can interpret on their own, almost like abstract art.' Cutu Mazueolos has a past as a professional snowboarder and is a keen practitioner of extreme sports. 'I really find myself at ease with nature; everything else is plastic. Worst of all is social media. Where is the taste of life in all these plastic products which surround us?' Stone Design works for many internationally well-known and high-profile clients, as well as providing interior design for ski resorts both in Spain and Japan. Both Eva and Cutu emphasise that they want to improve people's lives by creating a new relationship with both object and surroundings.

# POCKET

Stone Designs



**POCKET** | Stone Designs 2017

Tote bags, backpacks, scarfs, satchels, jackets, sling bags, clutches, laptop sleeves... Too many things to keep track of while out-and-about in town? How about an extra pocket? The latest collaboration between Spanish design studio Stone Designs and Swedish Blå Station offers a chair with a secret compartment for storing your treasures. Like the kangaroo's pouch or a secret hiding place, Pocket is your own island of privacy in the midst of the metropolis.

"We came up with the idea in a ski resort," says Eva Prego, who together with Cutu Mazuelo, is the founder of Stone Designs. "People pile up their goggles, helmets and backpacks on the table during breakfast and lunch, so that it doesn't pick up dirt from the floor. What a mess. And it steals table space from the restaurateur too. We just had to come up with an answer!"

Pocket offers an elegant solution to a hitherto unmet need. The cup-like chair sits tight and sturdy on its

short, angled legs while the shell expands slightly upward in a comfortable embrace. Pocket offers perfect extra-storage for busy public spaces such as hotel lobbies, waiting areas, bars, and restaurants. Pocket will also keep things neat and tidy at the office, and why not at home as well?

"We feel at ease in Scandinavia," says Cutu Mazuelos. "In Spain, there is a tendency to be overly decorative; Germans on the other hand are way too clumsy in their bland, functional approach. We prefer the Scandinavian beauty and simplicity with its super-calm attitude and great attention to detail."

Sorry Pocket is made with a strong, sturdy enveloping shell in eco-friendly PurCore, and with a soft inner lining for enhanced comfort. The inside comes with tanned leather or a wear-resistant wool fabric, both of which will age with a pleasant patina. The outer part is available in leather or textile. We prefer Pocket to stand out in monochrome tones. Legs in powder coated or chromed steel.



# POCKET

Stone Designs



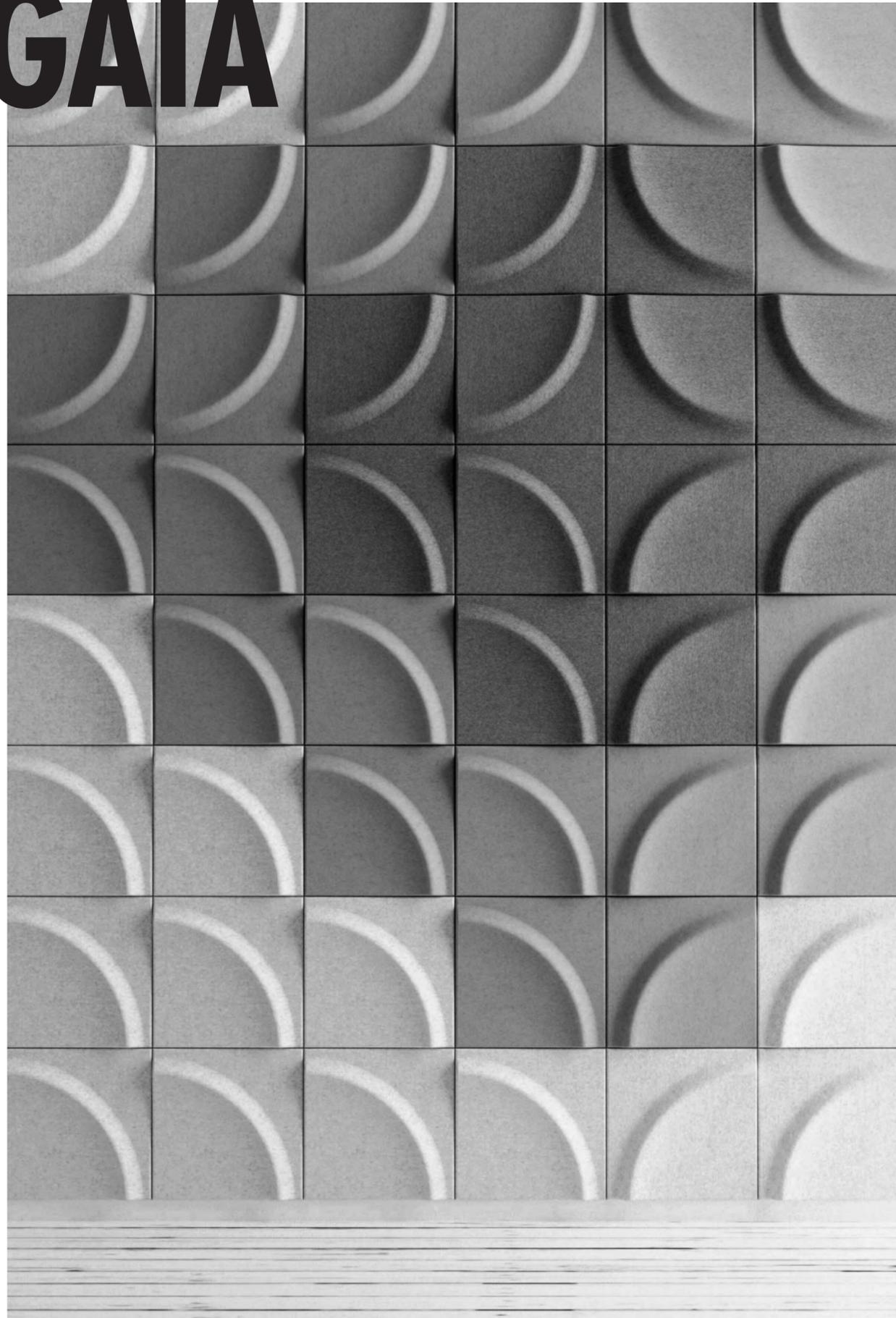
"Nowadays every one walks around with laptops, handbags, and lots of other things. Personally, I hate to leave my stuff on the floor! Pocket is perfect for keeping all your gear safe and clean in a public space."  
*Cutu Mazuelos, Stone Designs*



"Pocket is like a moon lander, like a basket full of eggs, it's all about function, I bought the idea right away. And with attention to detail, like the material used for the seating and the inner shell, it will age with beauty."  
*Johan Lindau, CEO and design manager at Blå Station*



# GAIA



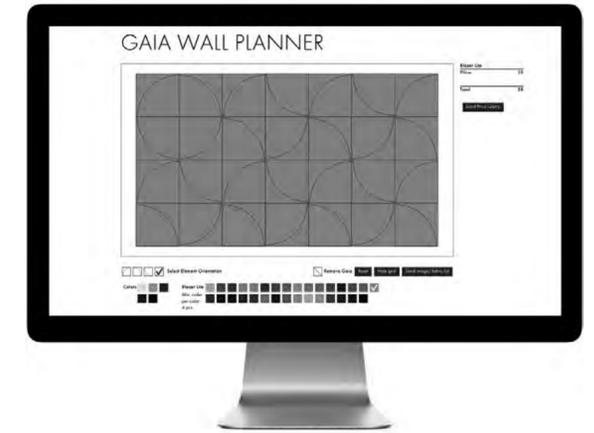
GAIA | Stone Designs 2016

# PLANNER

Sound absorbers can be so much more than just technology; Stone Designs succeeds in offering emotional functionality as well. Gaia, which was presented at the 2016 Milan Furniture Fair, consists of four asymmetrical pieces representing Mother Earth's four elements: fire, earth, wind and water. The 100% hot-moulded polyester form felt modules can be combined in an infinite range of possible combinations that result in three-dimensional figures, which will stand out both as decoration and acoustic control in one and the same product. 'Gingko has a different take and builds visual compositions', says Cutu Mazueolos, who runs Stone Designs together with Eva Prego. 'It's not just an acoustic panel that you build square by square; it's a landscape generator which can be a cloudy sky in winter, a lush mountain slope in the spring, a forest ablaze with colour during the autumn. With this simple shape inspired by Japanese Gingko leaves the user can provide new inspirational landscapes simply by changing the colours!'

Japanese tradition meets Nordic design in an acoustic product which reduces ambient noise and echoes in any room. Gingko can easily be mounted on walls thanks to magnetic fittings. Cutu Mazueolos and Eva Prego stress that their designs are finalised by the users' creativity. Both Gaia and Gingko can be combined in a plethora of different ways with the help of Blå Station's Wall Planner; just enter the wall measurements and select combinations of colours. Furthermore, Acoustic Facts makes it possible to calculate the exact acoustic properties and the number of acoustic absorbers required for any room. Look out for new surprises from Stone Designs and Blå Station at the upcoming Milan Furniture Fair!

Check out our new **BOB Planner** – it's ready to use! It will help you create all of the formations and variants you could possibly want. You can choose fabric or leather, select the colour, save an image and send a price inquiry direct to us.



The **GAIA Wall Planner** is our latest addition. You can find our planner tool under downloads, and under each product that has a planner. And of course there are also CAD drawings for use if you work with other software.



You can find the **GINKGO Wall Planner** on our website. You don't need to download any software to be able to use it. It's intuitive and easy to understand. Try it out or look at the instruction video. And please contact us if you need help.



# BLÅ STATION



BLÅ STATION | Johan & Mimi

On the southeast coast of Sweden in a former sewing factory, Blå Station is as restless as the Baltic Sea. The quest for designs that interpret the present and point to the future requires an intense combat with technology and materials, which has been a constant battle for more than 30 years. Still remaining a family business, the Blå Station team love to immerse themselves in innovative technology and sustainable development while looking for both recognised and new design talents in Sweden and abroad. 'I don't care for selling thousands of chairs at a cheap price', says Johan Lindau, CEO and design manager at Blå Station. 'Look at Lucky, our new chair by Luka Stepan. Isn't the shape almost as welcoming and spot on as the Panton chair once was?' Blå Station is driven by a desire to produce furniture that deserves a place in the market and which thrills Johan and his sister Mimi Lindau. 'I love to observe the younger generation: how they communicate, how they conquer and use space and objects, and how they move together and on their own. What are their demands and desires? Here's the key to the future!'

The design philosophy of Blå Station is to offer an alternative to what is already available. It's about researching the potential of future design here and now. So it's no wonder that Blå Station takes on seemingly impossible challenges both technically and commercially, like with the acclaimed Dent chair where, against all odds Blå Station succeeded in 3D-forming ordinary veneer into a double-curved seat shell. 'We break steel and we crumple wood', says CMO and export manager Mimi Lindau Rikardsson. 'We don't hesitate to experiment and venture into unknown territory. Our design philosophy is to make a difference, or as our father Börge used to say: an idea is never better than its result.'



## Börge Lindau

In the 1970s and 1980s, Börge Lindau and Bo Lindekrantz were two of Sweden's most renowned designers. But Börge almost abandoned his career and his colleague Bo Lindekrantz. He had various ideas about what else he could do. Why not retire? Maybe open a restaurant? What about calling it Herring & Design? His plans were discarded when the design team of Lindau & Lindekrantz won the Forsnäs Award 1984 with their Duett furniture collection. Börge Lindau wanted to continue his work as a designer, but now on his own and in charge of the whole process. So in 1986 the family business of Blå Station was launched, along with the new Oblado furniture collection. Since that time, the siblings Mimi and Johan have been completely immersed in creating and producing designs that are always something out of the ordinary.

## Johan & Mimi

### WHAT INSPIRES US?

The world is in a constant flux. We want to change and improve.

Peace, Love & Good Design!

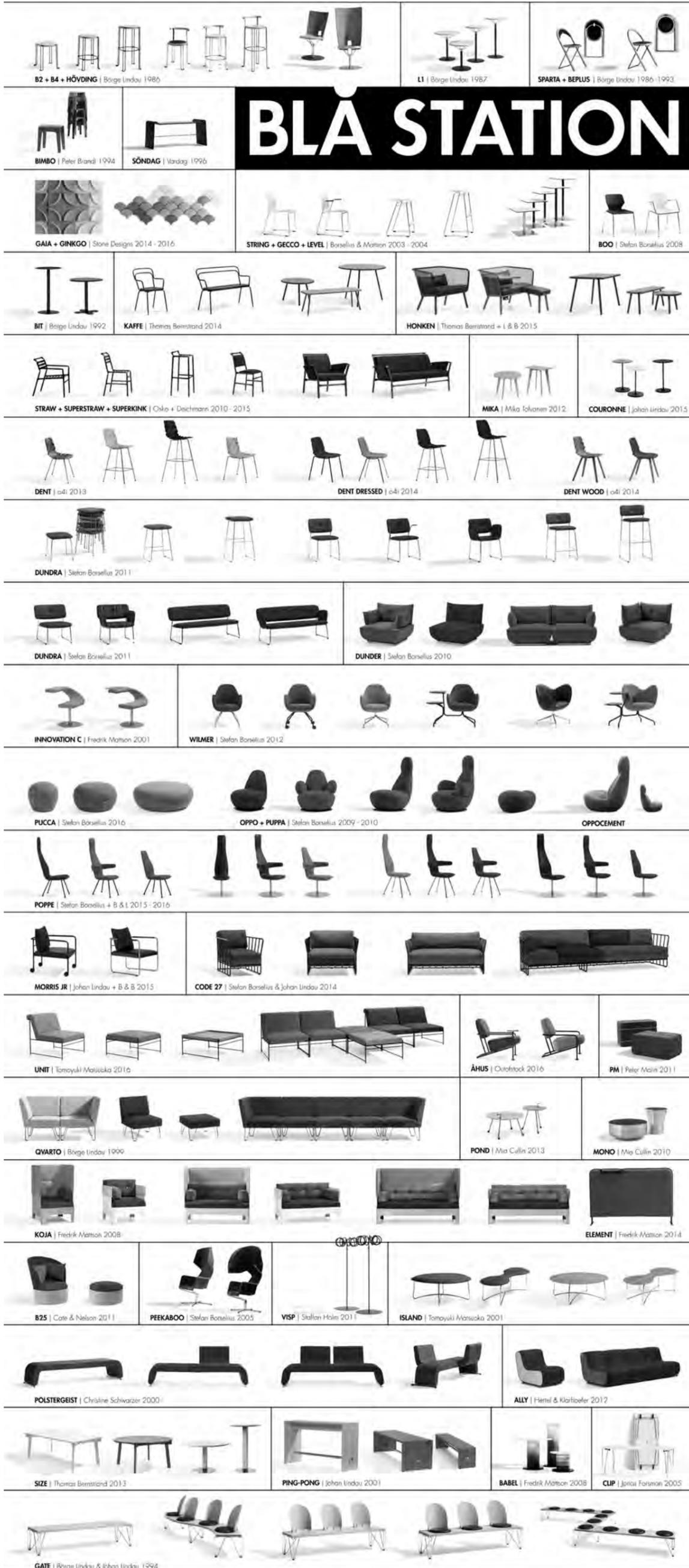
**Text:** Leo Gullbring

**Photo:**

Kimme Persson page 1,2,7,8,9,10

Carl Hjelte page 18

Erik Karlsson page 19,20



## AUSTRALIA

Products for people  
Tel +61 3 9429 3388  
hello@productsforpeople.com.au

## AUSTRIA

Design4Architects  
Tel +43 664/9116177  
franz.steiner@design4architects.com

## FRANCE

PPCM  
Tel +33 (0)381 403 600  
ppcm@ppcmsarl.fr

## GERMANY 0-6

Objektagentur van laar  
Tel +49 (0)421 69667600  
beratung@objektagentur.de

## GERMANY 7-9

One11, Rainer Schäfer  
Tel +49 (0)177 6429268  
rs@one11.co

## HOLLAND

BOL Interieur Agenturen BV  
Tel +31 653 26 33 15  
zoltan@mooiwerken.nl

## ITALY

Giovanni Aita - Agente  
Tel +39 339 666 5959  
giovanni.aita@blastation.it

## JAPAN

Bevel Corporation  
Tel +81 3 53 41 42 43  
lt@bevel.co.jp

## NORWAY

Canvas  
Tel +47 994 24 050  
info@canvas.no

## POLAND

Marro Sp. Zo.o.  
tel. +48 500 206 221  
jolanta.szczypiorska@marro.com.pl

## RUSSIA

Aversia Oy  
Tel +358 40 737 0871  
elena.airas@phnet.fi

## SPAIN

Dauco Design S.L  
Tel +34 934 322 103  
jegras@grasshc.com

## UNITED KINGDOM

Inform Furniture Ltd  
Tel +44 (0) 20 7228 3335  
info@informfurniture.co.uk

## USA

Scandinavian Spaces USA  
Tel +1 (855) 811 9676  
info@scandinavianspaces.com

## BLÅ STATION AB

Box 100, 296 22 Åhus, Sweden  
Tel: +46 (0)44 24 90 70  
info@blastation.se  
Showroom:  
Sandvaktaregatan 17, Åhus  
Södermalmsallén 36, Stockholm  
Via Osti 3, Milano

[www.blastation.com](http://www.blastation.com)