

FRITZ HANSEN

PRESS RELEASE - AUGUST 2022

The Future of Hospitality at Fritz Hansen during the London Design Festival

For the London Design Festival 2022 and as part of the ongoing 150th Anniversary celebration, Fritz Hansen will transform the London showroom into an exhibition space and installation, themed around hospitality, both past and present.

Hotel Design

Many pieces from the Fritz Hansen collections were originally conceived with a hospitality scheme in mind, not least the Egg, Swan and Drop chairs - first created specifically for the SAS Royal Hotel, Copenhagen. Designed by seminal architect and designer Arne Jacobsen, the hotel was the first to be conceived in its' entirety by a single designer - including exterior and interior schemes, furniture and accessories (door handles, cutlery, mirrors).

Anniversary Collection

For the London Design Festival, Fritz Hansen will replicate Suite 606 - a closed room in the SAS Royal Hotel - preserved with original furnishings and layout since the 1960's. The room-set will be recreated in the London space and will include classic chairs in original textiles, curtains, finishes and accessories.

THE FUTURE OF HOSPITALITY



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The installation will sit alongside new Autumn pieces, including Arne Jacobsen's FH3605™ desk, Oneline™ light by Kasper Kjeldgaard, new editions of the KAISER idell™ lamp and Happy Hook™ by Jaime Hayon. Also on display is the 150th Anniversary Collection: iconic pieces like the Egg™, the Swan™, Series 7™, Lily™ and PK61™ are released in specially curated editions, using exclusive new materials. The never previously put into production PK60™ table, designed by Poul Kjærholm and the matching PK0A™ chair will be launched too.

Trends-led Discussion

In keeping with the theme, a discussion 'The Future of Hospitality' will take place with trends agency Stylus, the expert source for trends and insights, exploring the convergence of hotel and workspace and how the design of hospitality spaces has evolved in terms of humancentric needs and furniture design. Fritz Hansen's Head of Design Marie-Louise Höestbo and Hospitality Designers, Dexter Moren will also join the discussion.

ENDS.

NOTES TO EDITORS

A talk 'The Future of Hospitality' will take place from 17.30 onwards on Tuesday September 20th, please RSVP [here](#).

The Exhibition as part of the London Design Festival will run from September 19th – 23rd at 78 Cowcross Street, London, EC1.

Opening hours:

Monday-Friday 10.00-18.00

Late night Tuesday 10.00-21.00



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ABOUT STYLUS

At Stylus, we uncover trends, predict change, and provide the intelligence that helps businesses prosper. With a relentless curiosity for what's new, what's now and what's next, our experts are the authority in over 20 sectors – from Product Design and Colour & Materials to Beauty and Technology – and have a deep understanding of the most influential emerging trends affecting consumers around the globe. It's the reason we're trusted by the world's leading brands, agencies and businesses: to help them reveal what's possible, not just predict what's probable. www.stylus.com

ABOUT DEXTER MOREN

DMA started out in 1992 with just three people in a small Marylebone office, to now as a team of over 70, based in Camden Town. The practice is widely recognised as one of London's leading hospitality design studios working across the entire hospitality spectrum, from limited service through to the luxury end, for a wide range of leading international hoteliers, independent operators and developers. DMA place a design-led ethos of 'creating places people want to stay' at the heart of every project they do whether it be a hotel, resort, residential development or sports stadium. DMA is a Chartered RIBA practice. www.dextermoren.com

FRITZ HANSEN

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, Jaime Hayon 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 and showrooms in Copenhagen, San Francisco, New York, London, Seoul, Shanghai, Munich, and Tokyo. The company employs 350 people worldwide and maintains its headquarters north of Copenhagen, serving design-passionate customers through contract and retail.

For more information, visit fritzhanzen.com