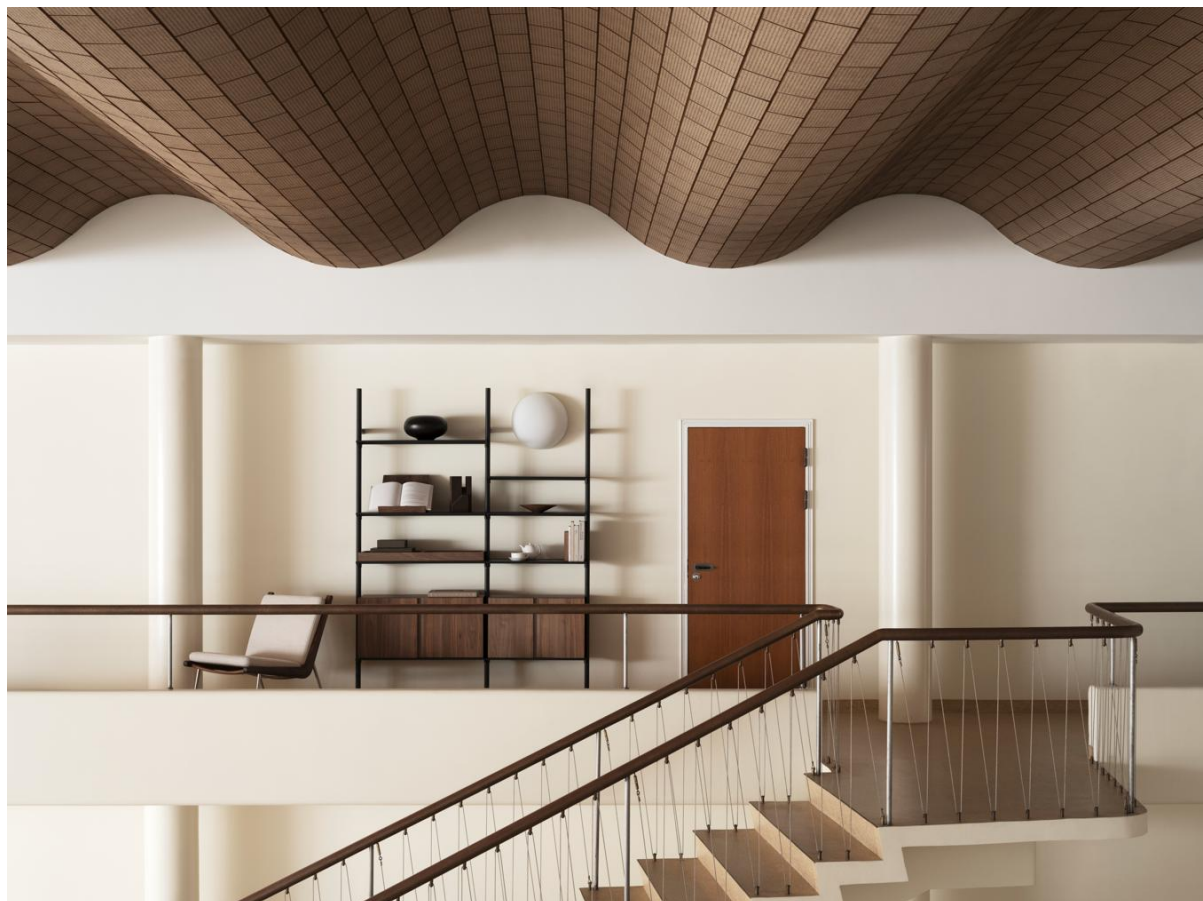


STRING FURNITURE

PIRA G2 FROM STRING FURNITURE

The contemporary interior design solution for commercial spaces

[String Furniture](#), the Scandinavian design-led storage brand, introduces Pira G2, a modern interpretation of a design classic from 1954. The original Pira shelf was designed by the Swedish architect Olle Pira for the iconic H55 design exhibition in 1955. Pira G2 from String Furniture, architect Anna von Schewen and the industrial designer Björn Dahlström is a contemporary interpretation of the mid-century classic icon.



Pira G2, Black Grey, floor-ceiling mounted. Height 240 cm. Width 90 + 70 cm. Cabinets and organisers in walnut

A modular design that can be free-standing or wall mounted, Pira G2 brings a strong architectural presence to any commercial or residential space. Crafted from contemporary materials with a gentle nod to the 1950s, Pira G2 combines elegance with exceptional robustness.

Although the starting point was the original design, Anna von Schewen and Björn Dahlström have designed a completely new expression.

“The ambition was never to design a retro-style piece of furniture, but rather to embrace the core idea behind the original PIRA and create a taller, wider version” explains Björn Dahlström.

STRING FURNITURE



LEFT: Pira G2, White, floor-ceiling mounted. Cabinets and organisers in white oak
RIGHT: Pira G2, Black Grey, floor-ceiling mounted. Cabinets and organisers in walnut

Thanks to its frame and size, Pira G2 carries an obvious gravitas and architectural expression. An elegant and impressive piece of furniture, Pira G2 is suitable for large living spaces or public spaces as its shelves can hold up to 50 kilos, large cabinets, solid bookends and dividers.

"The central point in the Pira G2 design is the pole which makes the floor-to-ceiling tensioned shelf possible, completely free-standing. Another important feature is how the shelves themselves wrap around the poles to connect, as if they were one piece. It's a type of furniture design that creates a gestalt, even though it's a modular system", says Anna von Schewen.

STRING FURNITURE



Pira G2, Walnut and Oak

Manufactured exclusively from high-end materials, its shelves are made of lacquered steel sheets and the poles of extruded aluminium which emphasises its solid expression. With a choice of walnut or white oak cabinets, bookends and the magazine shelf, its wood brings a beautiful warmth, creating a contrast against the lacquered materials.

Discussing the use of Pira G2 in an office setting, Bo Hellberg, CMO at String Furniture, comments, *"We see an increased interest for all String Furniture products for use in offices and commercial spaces, especially Pira G2. As employers are trying to convince coworkers to come back the workplace, creating an inspiring and functionally flexible space becomes key. Open plan probably never filled us with joy if we're honest and breaking up an office with dividers like Pira makes for a much more dynamic space. Flexibility is also a key advantage as all our product ranges can easily be reconfigured."*

STRING FURNITURE



Notes to editors:

Product information:

Material: Lacquered steel, extruded aluminium, walnut and oak.

Colour: Black grey or White.

Dimension: Widths: 70 cm and 90 cm, Max Height Freestanding: 318 cm

Notes to editors:

String Furniture is a leading Scandinavian design company that manufactures, among other things, the flexible and functional String® shelving system - one of the 20th century's most beloved design classics and an icon from 1949, designed by Nisse and Kajsa Strinning. String Furniture collaborates with several award-winning designers, including Form Us With Love, Anna von Schewen, Björn Dahlström, TAF and Mats Theselius.

www.stringfurniture.com

PuRe

3-4a Little Portland Street
London W1W 7JB

W - www.purepr.com T - [@pureprlondon](https://twitter.com/pureprlondon) I - [@pureprlondon](https://www.instagram.com/pureprlondon)

For press enquiries please contact Alice Eckett | e. alice@purepr.com
m. 07595498413 | ph. 020 7580 0444