

(News No.5—6) Nest Sofa & Easy chair

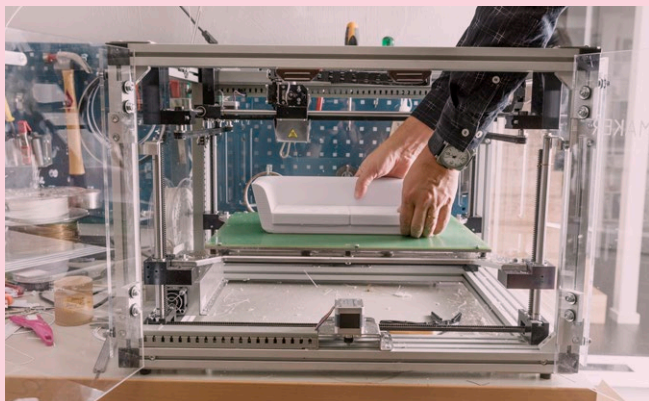
Designed by Jesper Ståhl











Jesper Ståhl carefully picks a model of *Nest* out of his studio's 3D-printer. During the journey a design makes from a creative impulse to finished drawing Jesper Ståhl puts his studio's 3D printer to some hard work — making models of anything from the tiniest detail to full scale mock-ups of the product.

Nest — a sofa and an easy chair that are equally comfortable at home as in the office.

The comfortable and the formal — two expressions or extremes that are not easily combined. Yet it is precisely this duality that contemporary furniture needs to display. But the main reason *Nest* has a place in Design House Stockholm's new collection is that the time is right for the straightforward, somewhat higher, and seemingly uncomplicated sofa and easy chair. Everything goes in cycles and it may well be that the low, shapeless sofa that one cheerfully throws oneself into, but rises from only with considerable difficulty, no longer corresponds to our own era's attitude to sitting comfortably and stylishly. *Nest* certainly does. It is high off the ground, enabling one to sit elegantly and its back embraces the entire family. The absence of cushions creates a focus on the sofa's profile and its stitching.

If we want to find the sofa's origins we need to look at the details.

"I wanted to design a sofa with an inviting corner that one can creep up in, almost like a bird in a nest," Jesper Ståhl explains. "But it was important that the sofa should look good from all directions and that is why it slopes and is rounded towards the bottom."

Thanks to its details, *Nest* has become a visually lighter item of furniture. With its strong pine frame, its upholstery that can sustain more than 100,000 on the Martindale rubbing test (where 35,000 Martindale is considered fully adequate for use in public spaces) and its generous height above the floor making it easy to vacuum clean, it is clearly well designed in the full sense of the word.

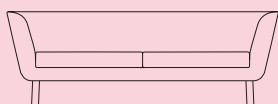
The secrets of success

"*Nest* is an ordinary sofa, but a very good one," Design House Stockholm's managing director Anders Färdig sums it up. "We don't need to re-invent the wheel every time that a designer puts pen to paper. Rather the reverse."

"A good designer understands what works and what does not work, as well as the cost of production," *Nest*'s designer Jesper Ståhl maintains.

Not a quotation that might have been taken from a manifesto but, rather, an informed statement of the situation. This is how things are, both Anders Färdig and Jesper Ståhl seem to mean. And one might add that where the designer has both skill and expertise the result is generally successful.

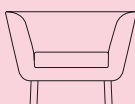
Daniel Golling



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