

Driftwood takes pride of place at Stockholmsmässan

Today, Tuesday 5 February, the doors will open to the Stockholm Furniture & Light Fair. One of the exhibitors is the young designer duo Linda Hagberg and Thomas Impiglia. Their chosen contribution Driftwood is an attractive furniture series inspired by natural structure of wood. The raw material comes from Helsinge spruce sown by Setra in Färila.

“The idea was born from an interest in wood as a living material,” Linda Hagberg.

“I like the fact that wood is compliant and can be formed into so many different structures and shapes. This combined with new digital design possibilities using parametric design laid the foundation to Driftwood.

The two designers found both the material and the inspiration to Driftwood in natural phenomena. The starting point was natural driftwood formations along the shoreline and the raw material comes from the spruce forests of Sweden. The finished result is an attractive item of handicraft which calls to mind both forest and sea.

Helsinge spruce from Setra Färila

“Spruce was ideal for this project since it has both an attractive structure and is a typical Swedish type of wood. It is native to the Swedish forests and is fast-growing which makes it an environmentally sustainable material,” says Linda Hagberg.

The furniture is put together from 950 individually produced pieces of whitewood. The raw material, which comes from the attractive Helsinge spruce, has been sown at Setra Group’s unit in Färila and planed by Setra in Valbo.

Selected hope for the future

Linda Hagberg and Thomas Impiglia work as architects in London. Their Driftwood furniture series can be seen at stand VH02:02 in the Greenhouse section of Stockholmsmässan. Greenhouse is an exciting section devoted to design talents on the threshold of a breakthrough. Driftwood was specially selected among a large number of contributions submitted to the fair.

Stockholm Furniture & Light Fair:

Stockholm Furniture & Light Fair is held at Stockholmsmässan in Älvsjö on 5-9 February 2013, and is open to the public on Saturday, 9 February. The fair is the world’s largest meeting place for Scandinavian furniture and lighting design with a total of 730 exhibitors who display their new products. Driftwood is at stand VH02:02 in the Greenhouse section.

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Setra is one of Sweden’s largest wood products companies and a leading player in Europe. We offer eco-certified wood products for interiors and construction to customers in the building materials trade and industry. The Group has approximately 1,000 employees and annual sales of SEK 4 billion. Exports to Europe, North Africa, the Middle East and Japan account for almost 60% of sales.

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