

No1

Fall 2012  
Inspiration,  
insights and  
tricks of  
the trade.

# ZWEED STORIES



6

**Fair trade.**  
Zweed Stories went to Milan Furniture Fair for a chat with star designer Patricia Urquiola.



18

**Colour spotting.**  
Why the colours you pick tell a lot about you.



19

**Facts & figures.** All you need to know about the Zweed collection and where to get it.

8

**Cool combo.** Spend a day with 20th century classics and Zweed's easy pieces.





# Design on demand

**DURING ONE WEEK** in January 2012, three different customers came into Zweed's store and said the same thing: "I love the Peep design, but I want more drawers. I need more storage space for my clothes." So I decided to make a Peep cabinet that would meet their needs – a chest of drawers.

The Peep B1 was launched in March, and the first 25 pieces sold out rapidly – evidence that listening to your customers is an excellent source of product development.

**ZWEED'S STUDIO** doubles as a store, and talking to customers always provides valuable input. I also invite customers to discuss prototypes and ideas, and to take part in the design process. This makes it easier for me to answer the crucial question: Should this particular piece be taken into production or not? I also try

to learn as much as I can from Zweed's resellers. And I like to hang out in the cabinetmaker's workshop, asking too many questions, just to get my head around what's doable and what's not.

**THIS IS THE FIRST ISSUE** of Zweed Stories – a magazine that gives you more than products and prices. I'm well aware that the first question customers ask is usually: "How much is it?" closely followed by: "What's the delivery time?" But other kinds of questions pop up, too. Read on for some answers.

In this issue, you'll get to meet the passionate and highly skilled crew that produces the new Otto easy chair, and learn a bit about the British design couple Lucienne and Robin Day. You'll also get a taste of world famous designer Patricia Urquiola's creative, inspired



mind. As it turns out, she and I define great furniture design the same way. It's about putting quality first, being involved throughout the production process, and making furniture that lives up to the user's demands and desires.

On page 18, colour consultant Richard Prime gives you some practical advice on how to choose the right colours for your home. It's a dilemma: Should you go for those striking, trendy shades so frequently seen in interior design magazines, or be a bit more restrained... and risk looking bland?

**ENJOY YOUR READ!** I'd love to hear your thoughts on the magazine and the Zweed collection. As you know by now, I'm eager to listen.

**HÅKAN JOHANSSON**  
Creative Director &  
Founder of Zweed  
hakan@zweed.se



**Zweed Stories** is a bi-annual customer magazine by Zweed. You can find it at your nearest reseller or download it as a PDF from the Zweed website. You can also subscribe (for free) and get it in your inbox when a new issue is published. Just send an email to [stories@zweed.se](mailto:stories@zweed.se). The next issue is scheduled for January 2013.

**PUBLISHER/ART DIRECTOR**

Håkan Johansson

**EDITOR**

Åsa Brolin

**CONTRIBUTORS**

Charlotte Brundin  
Cia Wedin  
Richard Prime  
Mathias Nero  
Viktoria Davidsson  
Ulf Berglund

Printed at Edita Västra Aros AB  
on FSC certified paper.

Håkan Johansson founded Zweed in 2010. Its ethos is to produce quality furniture with the client's ideas at the heart of the design process. A crucial Zweed belief is that the handicraft of each piece produced be of the highest quality and that environmental impact should be kept to a minimum. See [www.zweed.se](http://www.zweed.se) for more info.



## ZWEED LIKES

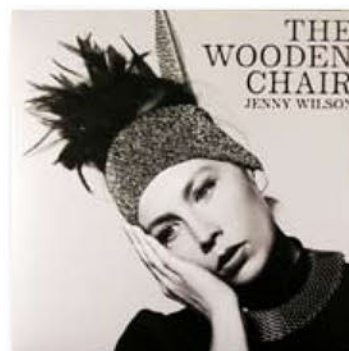
**Malmö hot spot**

If you happen to be in Malmö and crave a well-cooked, delicious dinner in a chilled out, friendly atmosphere, *Belle Epoque* at Södra skolgatan 43 gives you all that, and then some. There are only a few dishes on the menu but they are changed every week. Don't miss the imported Icelandic beer! Bonus info: The chef works as a cabinetmaker in the daytime.  
[belle-epoque.se](http://belle-epoque.se)



**Watch out for Sarah**

Top tip of the season: Keep an eye on the German designer Sarah Böttger. There's something about her simple, beautiful floor lamps that makes us think she's a star in the making. *Pas de Deux* provides indirect light with fluorescent lamps behind screens made of coated stamped sheet metal. Brilliant!  
[sarahboettger.com](http://sarahboettger.com)



**Peter's playlist**

Zweed's cabinetmaker Peter Lynch has a rather odd sense of humour. So we weren't surprised when he came up with a furniture music playlist – you have to be in an ironic mood to listen to the 80's title song *Furniture music* by Bill Nelson. Another track on the list is *The wooden chair* by Swedish singer Jenny Wilson. It's awesome. For real. Check it out on Spotify or Youtube

**A cool stool**

The Belgian design scene is booming, no doubt about it. The expressive *Diaphragm stool* by Michael Bihain, with its thin, spiderlike legs, is a fine example.  
[bihain.com](http://bihain.com)

