

HANS J. WEGNER



CAMPAIGN

BY APPOINTMENT TO THE ROYAL DANISH COURT

CARL HANSEN & SØN



SELL-IN MATERIAL CH24 & CH327 TEAK CAMPAIGN In the celebration of Hans J. Wegner's 110th birthday in 2024, we commend Wegner's impressive design legacy and long collaboration with Carl Hansen & Søn by shedding light on some of his most iconic furniture designs.

Wegner's curiosity for materials and a deeply rooted understanding of the characteristics of wood led him to create a whole new typology of furniture designs that later made his name to become synonymous with Danish modern design. Historically, teak was commonly used by Wegner to make some of the mix chairs in 1950-1960s. Teak wood is characterized by its high strength, stability and its colour has a lively appearance with dark stripes that follow the growth rings. This vibrant wood complements Wegner's iconic furniture pieces and is only sourced from responsible partners carrying a $\mathsf{FSC}^{\mathsf{TM}}\text{-}\mathsf{certification}.$

Carl Hansen & Søn now offers up to -35% off the recommend retail price selected teak dining furniture by Hans J. Wegner.

The campaign is valid from May 1st, 2024, to December 30th, 2024, or as long as stock lasts.

TERMS & CONDITIONS

Single Dining Chair CH24 Wishbone Chair (teak/oil, natural paper cord) -30% off RRP

Single Dining Table CH327 (teak/oak oil mix) length 190cm -25% off RRP CH327 (teak/oak oil mix) length 248cm -20% off RRP

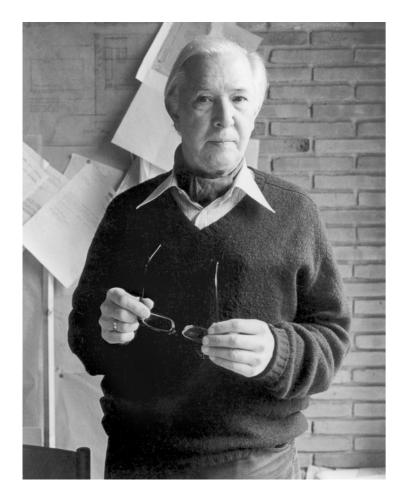
Dining Set 1 with CH327 190cm -35% off RRP

Dining Set 2 with CH327 248cm -35% off RRP

1x + 4x

1x + 6x





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HANS J. WEGNER
1914 - 2007
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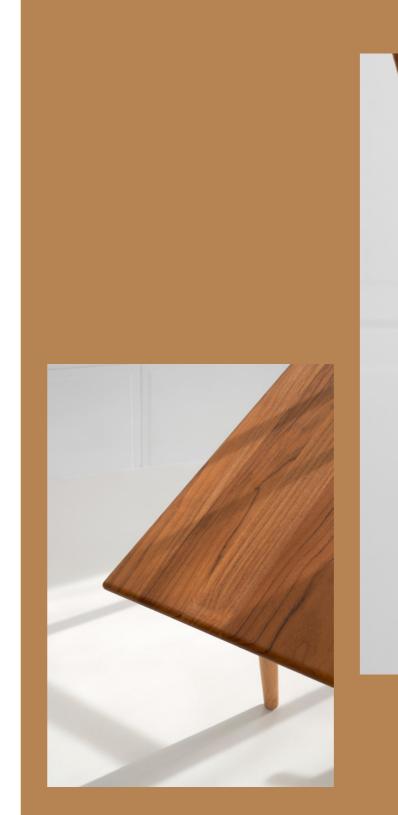
Among Danish furniture designers, Hans J. Wegner is considered one of the most creative, innovative, and prolific. Often referred to as the master of the chair, he designed more than 500 – many of them considered masterpieces. Hans J. Wegner was part of the spectacular generation that created the first wave of Danish Modern design. "Many foreigners have asked me how we created the Danish style," Wegner once said. "And I've answered that it was a continuous process of purification and of simplification – to cut down to the simplest possible design of four legs, a seat, and a combined back– and armrest."

The core of Wegner's legacy is his focus on showing the inner soul of furniture pieces through a simple and functional exterior. The son of a cobbler, Wegner was born in 1914 in Tønder, a town in southern Denmark. He began his apprenticeship with Danish master cabinetmaker H. F. Stahlberg when he was just 14 years old. Later, he moved to Copenhagen and attended the School of Arts and Crafts from 1936 to 1938 before setting out as a furniture designer.

TEAK

Uniting premium quality with a vibrant appearance

The exotic hardwood teak is prized for its warm and vibrant spectrum of colours, with the wood's golden-brown tone complemented by dark stripes that follow the tree's growth rings. As a highly elastic species with a tight wood grain, teak boasts a high oil content that allows its untreated wood to last for decades without damage. When it is first sliced, teak is a natural pinkish-green color. After it is hung out in the sun, the wood absorbs the light to evolve into its appealing golden hue.





CH24 WISHBONE CHAIR & CH327 DINING TABLE IN TEAK

TOP USP'S:

- CH24 Wishbone Chair & CH327 Dining Table in FSC-certified teak at a special price
- Save up to 35% on chairs, tables, or dining table sets
- A celebration of Hans J. Wegner's 110th birthday
- Teak wood offers high strength, stability, and durability
- The colour of the teak wood changes vibrantly over time
- Campaign price is valid for a limited time only



55 cm / 21.6"

Teak oil, Natural paper cord



190 cm / 248 cm 74.8" / 97.6"

CH327 DINING TABLE Teak oil tabletop, Oak oil legs



FSC-C135991



76 cm 29.9"

45 cm 17.8"

CH24 WISHBONE CHAIR

74 cm 28.3"



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