



# JONAS IHREBORN

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COLLECTION

2016

What  
makes  
us  
special?

## JONAS IHREBORN

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Jonas Ihreborn is the third generation in a line of upholstery craftsmen and producers. We have been making high quality furniture for over 70 years. Extensive knowledge of the production chain, an in house prototyping workshop in combination with longstanding commitment to sustainability is what sets us apart.

We are situated in Värnamo, Småland, in Sweden, right in the centre of swedish manufacturing and furniture manufacturing in particular. The company makes sure to keep most of its production local.

We are small enough to keep it a friendly family business and big and flexible enough to handle big, swift production with world wide customers.

And, on time.

All put together, something unique in Sweden today.





**STORY**  
EASY CHAIR

HT 2014

**PLAY SMALL**  
METAL TABLE

HT 2016

**STORY**  
2-SEATER

HT 2014

**PLAY LARGE**  
METAL TABLE

HT 2016

**TALK**  
2-SEATER AND EASY CHAIR

HT 2014

**TALK**  
TABLE

HT 2016

**TWIGGY**  
COAT HANGER

HT 2014



**TEVE**  
EASY CHAIR

**TWIGGY WALL**  
COAT HANGER, SIZE 1, 3 AND 5

**TALK**  
TABLE

**SEVENTY FIVE**  
EASY CHAIR

**FLORA**  
EASY CHAIR

**SPUTNIK**  
LAMP TABLE

HT 2016

HT 2016

Jl 2015

HT 2016

Jl 2014

**TUB**  
EASY CHAIR

**SPUTNIK**  
TABLE

2016

Jl 2014



**PIPE**  
EASY CHAIR

MB 2014

**TWIGGY**  
COAT HANGER

HT 2014

**HONEY**  
MODULAR SOFA SYSTEM

HT 2014

**CUTE**  
BAR STOOL

HT 2016

**CUTE**  
EASY CHAIR

HT 2014

**DOUBLE CROSS**  
TABLE

HT 2016



**BLOB**  
MODULAR SOFA

HT 2016

**TWIGGY**  
COAT HANGER

HT 2014

**PLAY LARGE**  
TABLE

HT 2016

**PLAY SMALL**  
TABLE

HT 2016



## JONAS IHREBORN

OWNER / DESIGNER / CREATIVE DIRECTOR

Jonas Ihreborn is the third generation in a line of upholstery craftsmen and producers. He was born into the business and it is his knowledge of the whole design/production/logistics chain, the emphasis on the workshop aspects, in combination with longstanding commitment to sustainability that make the company stand out.

Jonas handpicked the factory in Värnamo to house his company as well as a professional analog equipped music studio, producing soon to be released music by his band as well as other artists.



## ULF IHREBORN

NESTOR / FURNITURE MAKER

Ulf is father to Jonas and son to Gerhard Ihreborn, the man who began this family business in 1937 in Skillingaryd. Ulf and Jonas founded the new company 1992. The first product was Vienna sofa bed, the start of an extensive line of sofa beds, still one of the strongest collections in Scandinavia.

Ulf has always been the centre of product development. His vast knowledge and high level of craftsmanship gives the company an extraordinary setting for making prototypes very quickly and very hands on. This enables designers the luxury of working truly three-dimensionally in the design process.



Photo: Lena Koller

## HELENE TIEDEMANN

DESIGNER / DESIGN DIRECTOR

Helene Tiedemann is known for her particular interpretation of scandinavian simplicity, calm welcoming lines and comfort, often with a sense of animation and a hint of both past and future. After her BA Hons in industrial engineering at Central St. Martins, London, she worked for companies like Iittala, Habitat, Asplunds, David Design and Nordic Care.

In recent years she has been the initiator and main designer of the new range of sustainable designs for Jonas Ihreborn. She is also responsible for general art direction, styling and range strategies.

Together with Matz Borgström she runs the design office Borgstrom-Tiedemann. The work of the office ranges from design strategies, retail and interior architecture, furniture, graphic design to tableware and glass.



Photo: Cato Lein

## MATZ BORGSTRÖM

DESIGNER

Matz Borgström began his design career as an Art Director and then moved on to study industrial design at Konstfack where he was hand picked by both Ikea and Orrefors before having graduated. This led him to become one of the most celebrated designers of Swedish Glass art and design. Matz has worked with table ware, industrially designed plastic products and exhibition design for companies like Design House Stockholm, Telia, Sagaform, and Boda Nova.

He was part of the group initiating the Beckmans Form course where he also taught for several years. He later held an acting professorship at Umeå University industrial design department and was a tutor at the Konstfacks department of glass.

Matz has a genuine music knowledge, and for many he is a house dj and design collector extraordinaire.

# Where to find us

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**POD**  
EASY CHAIR

MB 2016

BAR STOOL

MB 2016

FOOT STOOL

MB 2016

EASY CHAIR

MB 2016

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Longlasting furniture for a positive future.