

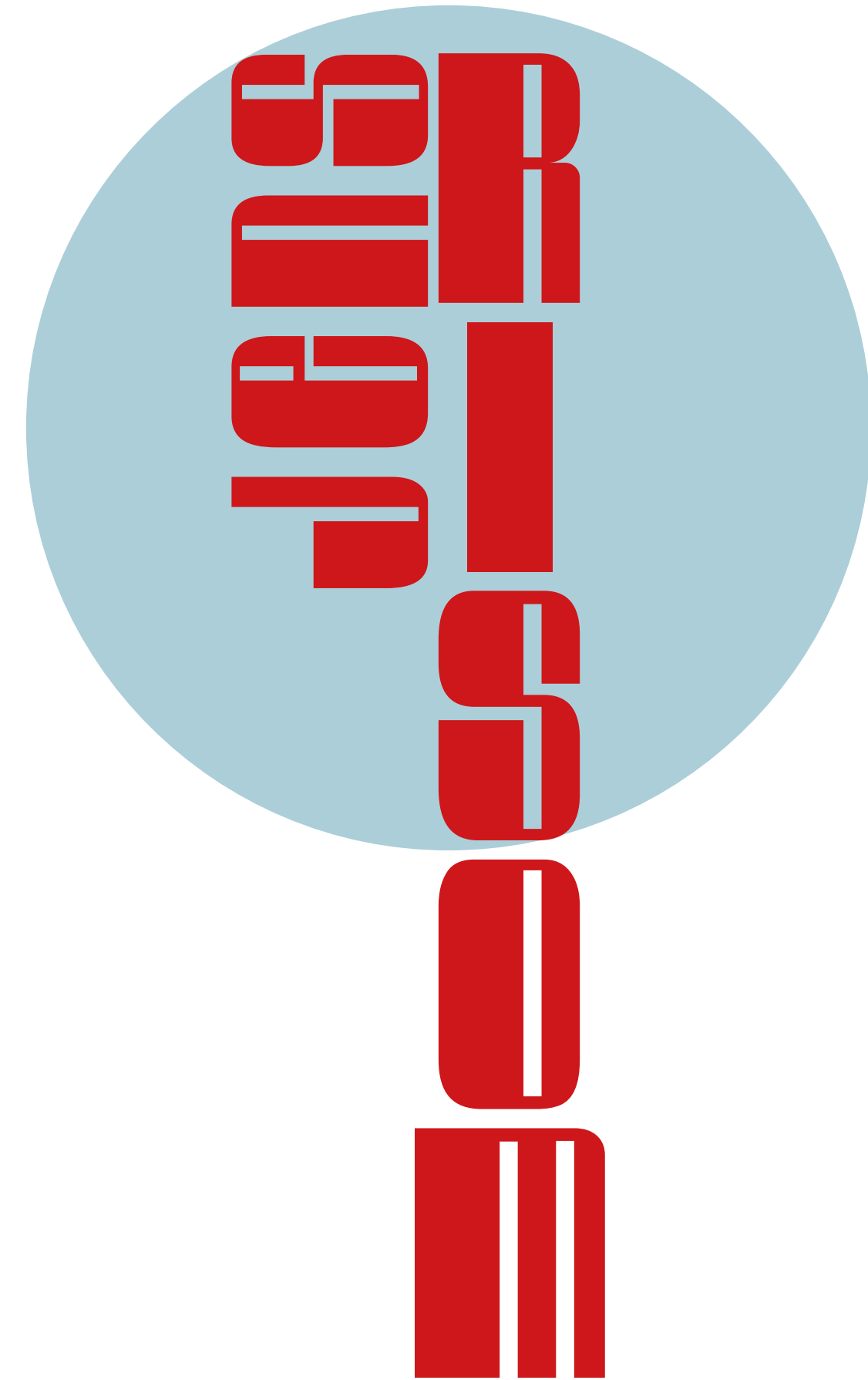


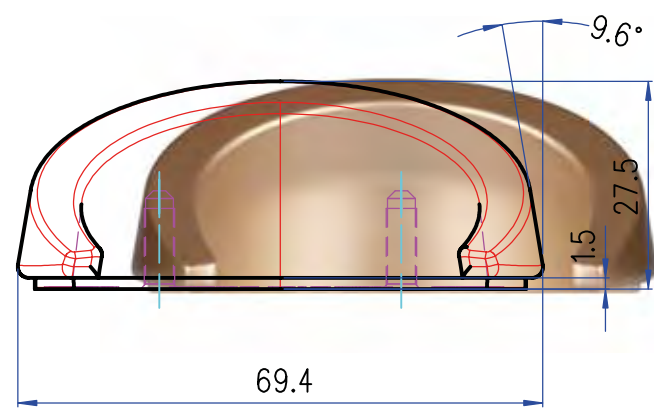
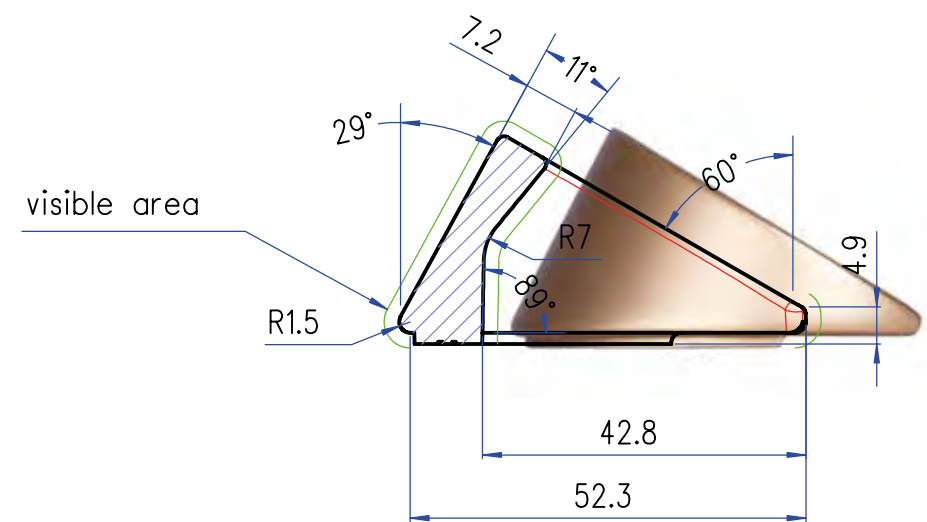
Schwinn Originals. This year Schwinn launches a collection of historical furniture hardware from modernistic designers. There couldn't be a better time: In 1919 Walter Gropius opened an art school in Weimar: the "Staatliches Bauhaus". Leaving behind industrialized art and returning to craftsmanship. Combining architecture with other art forms. That's how the Bauhaus paved the way for modernistic trends in the world of design – and shaped the style of furniture and home accessories. In recent years modernistic designs have experienced a global renaissance among style-conscious costumers. Plenty manufacturers are re-issuing classic furniture, lamps, textiles and home-accessories from the 20th century. Furniture hardware has so far been excluded from this development of rediscovery. Schwinn will change that. Our collection presents popular modernistic designers and their handles, hooks, buttons and wall racks. The historical products show stylistic influence of the Bauhaus, the French, American and Scandinavian Modernism. The tasteful functionality from Bodil Kjaer's and Dieter Ram's designs. Jens Risom's cozy rusticity and Nanna Ditzel's colorful creativity. Schwinn rediscovered and reissued many objects that were not produced for decades. Most of our architects are internationally renowned and award-winning artists. All of them shaped the development of design in their fields. Schwinn values and respects this legacy and the history of the products licensed by us in a special way.

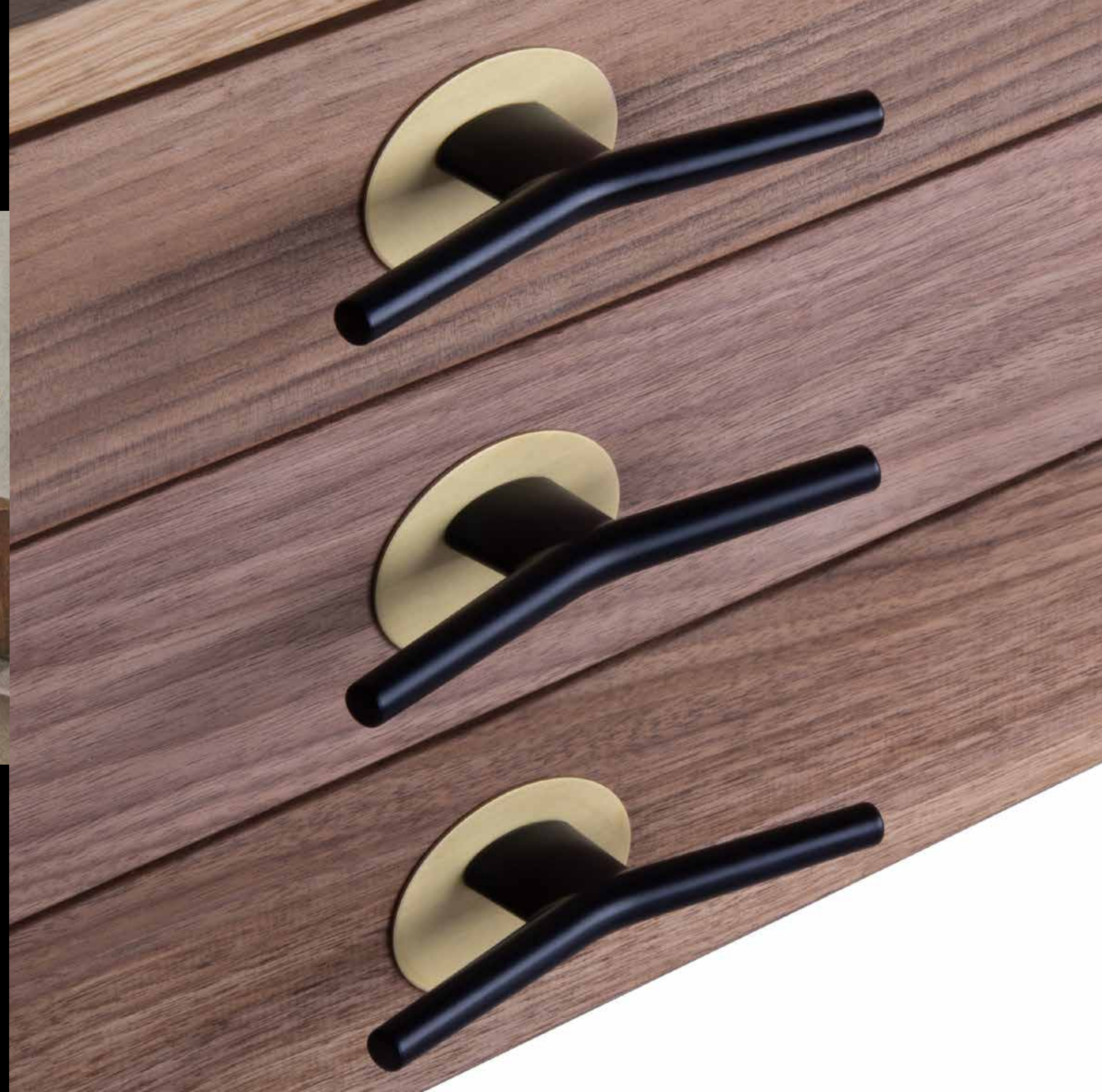
*„Good design means that anything good
will go well with other equally good things.“*



Modest material, a rustic but cozy look: This is Jens Risom. He represents the Mid-Century Modern and introduced modernistic Scandinavian style to America. The Danish architect and designer was born in 1916 and studied at the Royal Danish Academy of Fine Arts under Ole Wanscher und Kaare Klint. After immigrating to America, he met the German entrepreneur Hans Knoll. Together they worked on “Knoll Industries” first furniture collection in 1942: the successful “600 Line”. During the Second World War the supply in work material was short, many designers struggled. For Risom this became a signature feature: He worked with leftover military material like parachute straps. Today, his Spartan furniture and accessories are iconic. After fighting in the war, he established “Risom Designs” for office and living facility and became one of America’s most famous furniture manufacturers. In 1961 he was featured in the Playboy article “Designs for Living” as one of six leading US-Designers. Even Ex US-president Lyndon B. Jackson chose a Risom office chair for the Oval Office – the “C140”. Jens Risom continued designing until shortly before he died in December 1996. “Risom Designs” experienced a renaissance in the 2000s due to collaborations with furniture dealers like Ralph Pucci.









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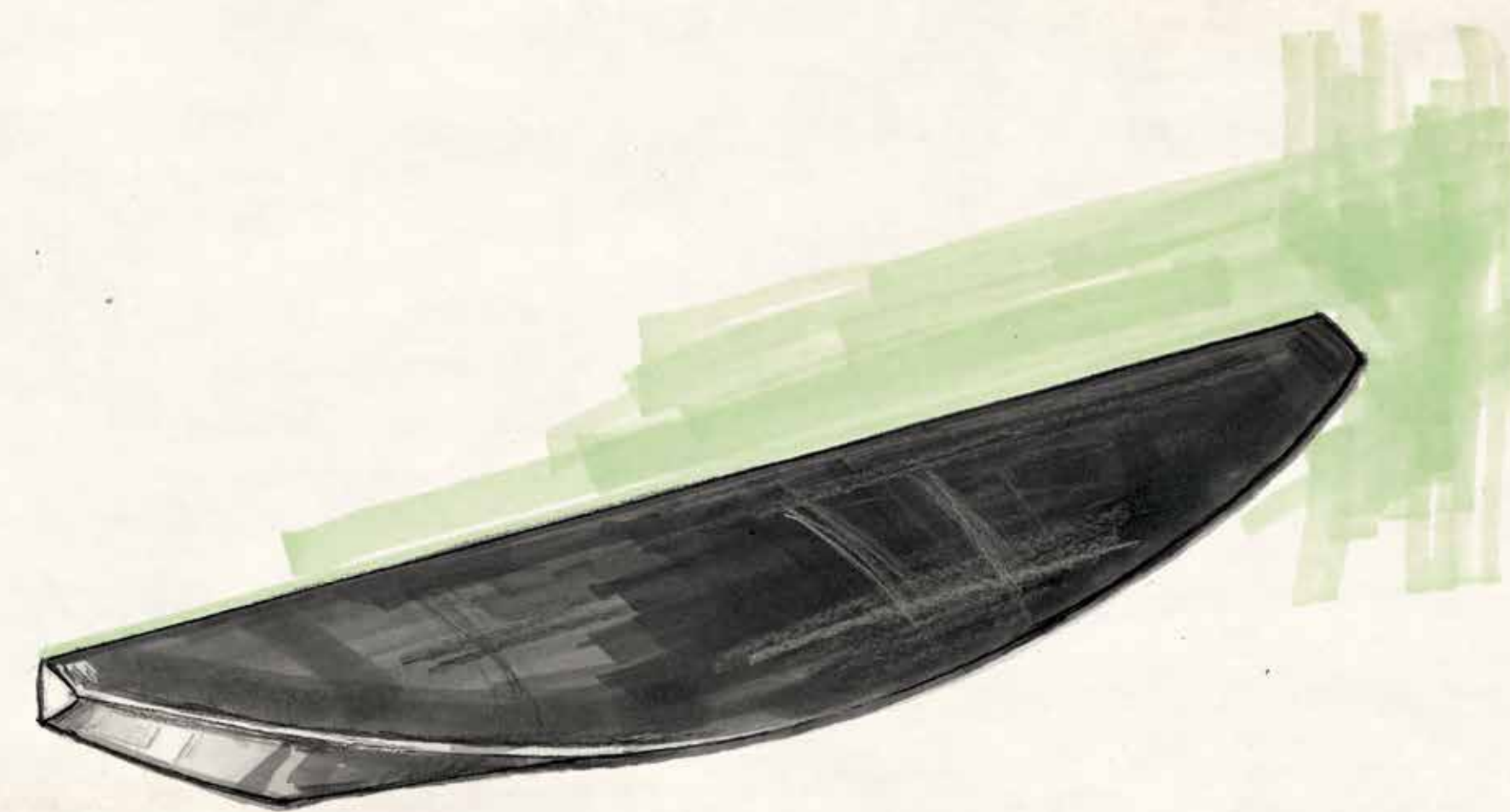
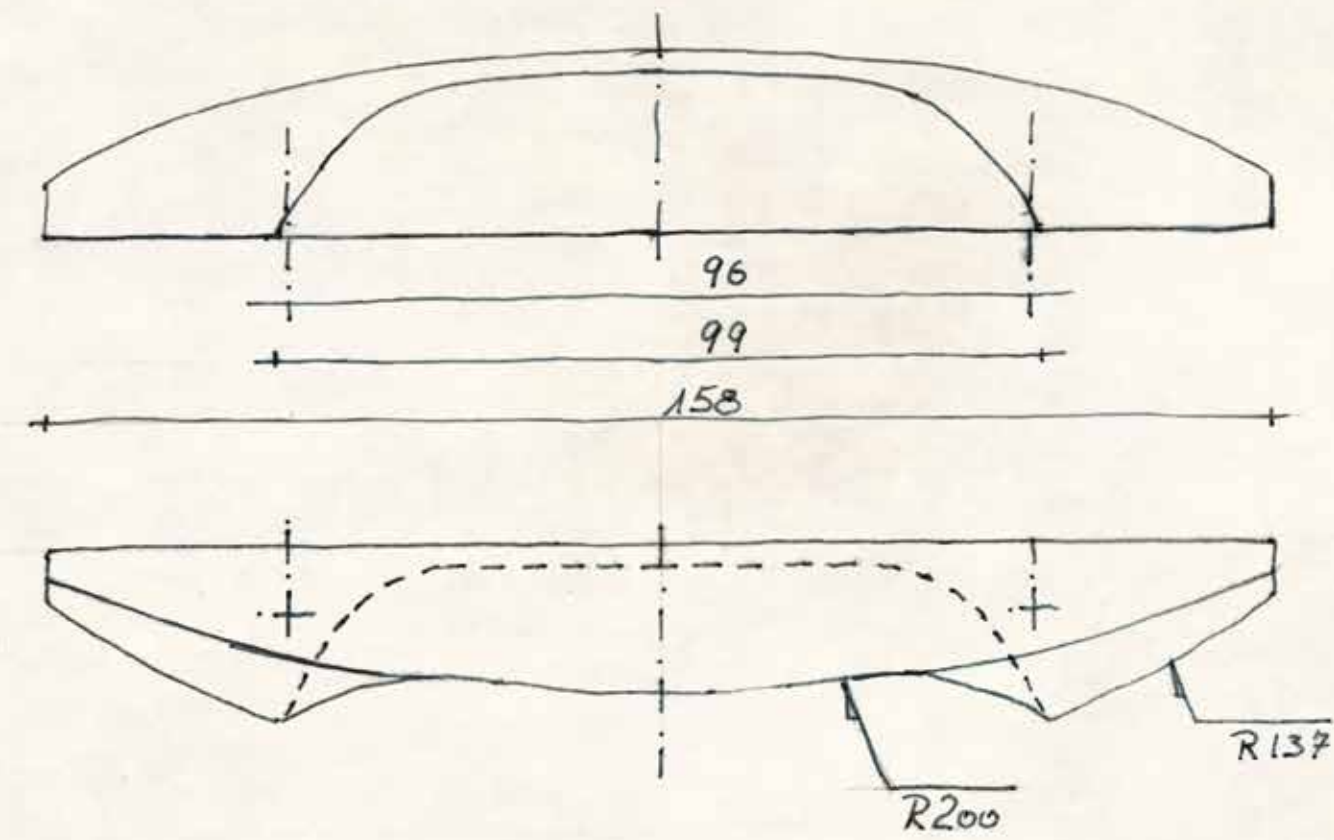
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R
Jens Risom
Design
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contemporary furniture and textiles for business and residential interiors



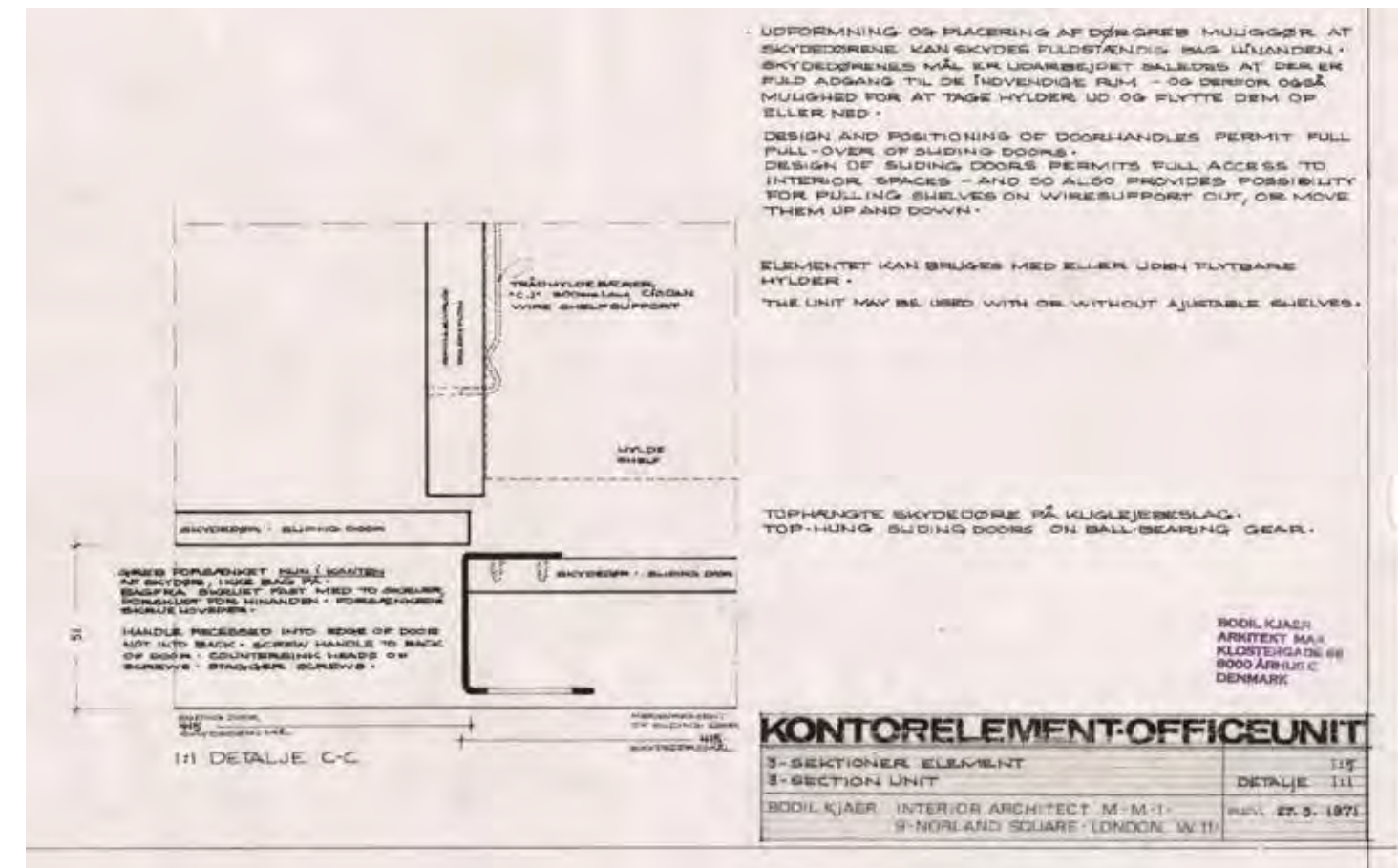


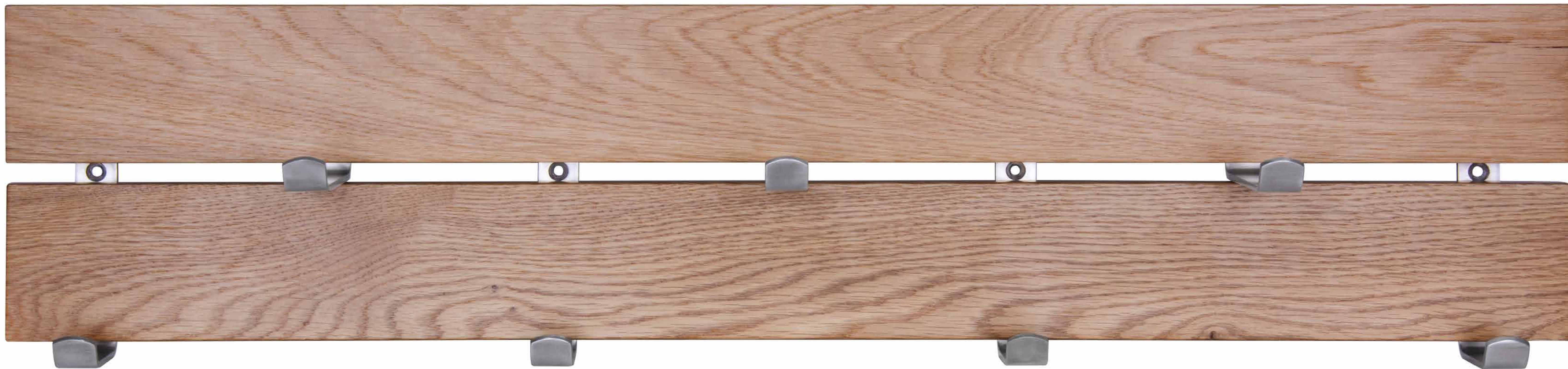


*All of my designs
were developed
as solutions to
problems.*

Kjaer Designs are fancy in a casual way. Maybe because they were only meant to be functional. Bodil Kjaer was born in 1932 in the small Danish village Hatting and trained in Copenhagen, London and the USA. She developed most of her designs in the early sixties: glass and light objects, as well as furniture. Back then people looked for flexibility, creativity and utility. Kjaer wanted her objects to blend in with the mindset and architecture of that time. A style example is Kjaer's prototypical office desk with expendable elements. The desk made quite a career. It appeared in early James Bond films and was acquired by Prince Philipp. Kjaer Designs combine lean, geometrical forms and matt surfaces with minimalistic hardware from wood and grey metal. As an interior designer she concentrated on creating functional workspaces. Amongst others, she worked with "Arups", "Penguin Books" and the Oxford and Cambridge universities. Bodil Kjaer was a professor for architecture and taught at the University in Maryland for a long time. Today she enjoys retirement in a former Danish Dominican monastery. In 2018 she helped to re-market some of her objects at the Milan Furniture Fair. Several brands now sell her designs from the sixties again.

BODIL
KJAEER





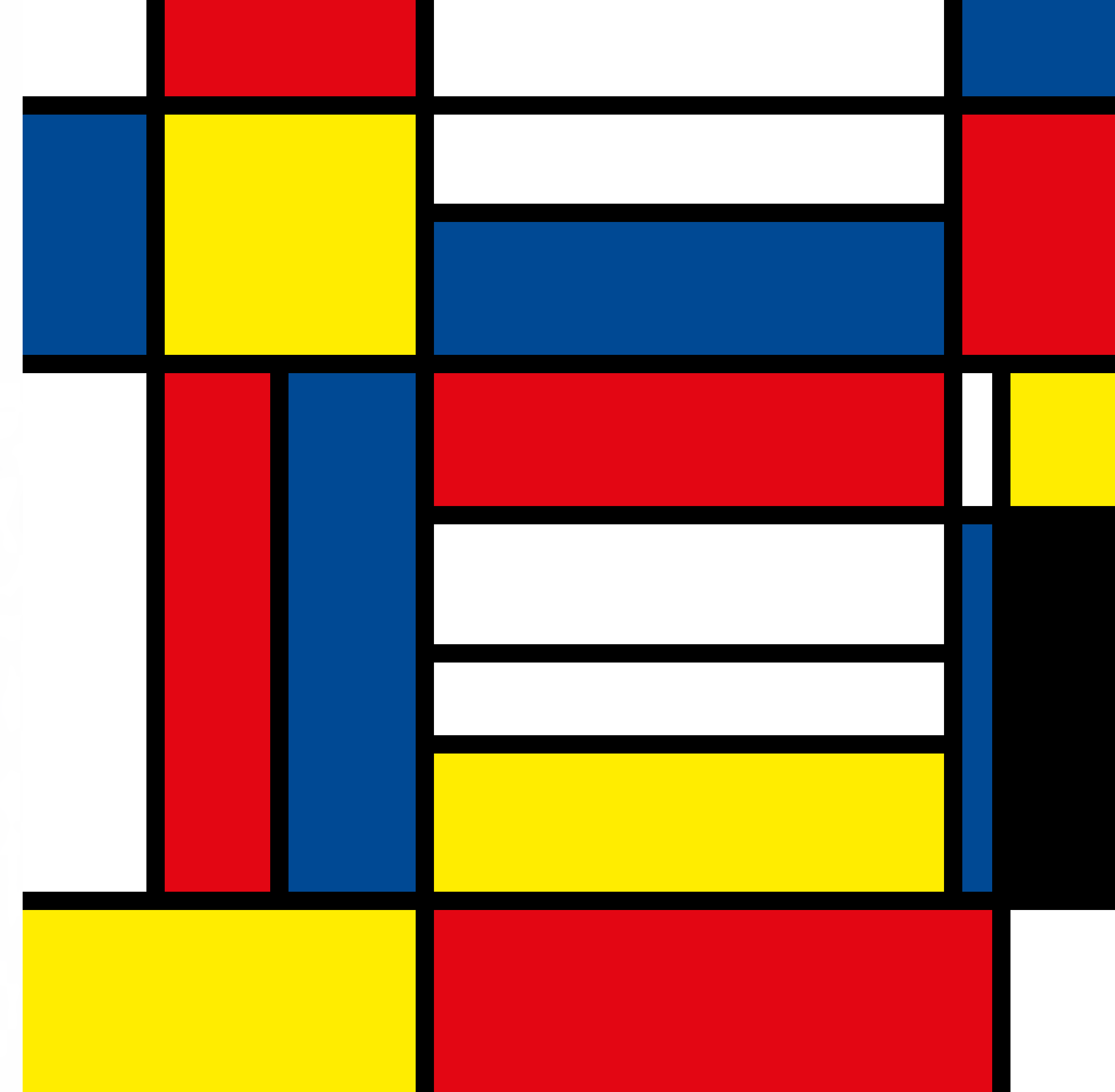
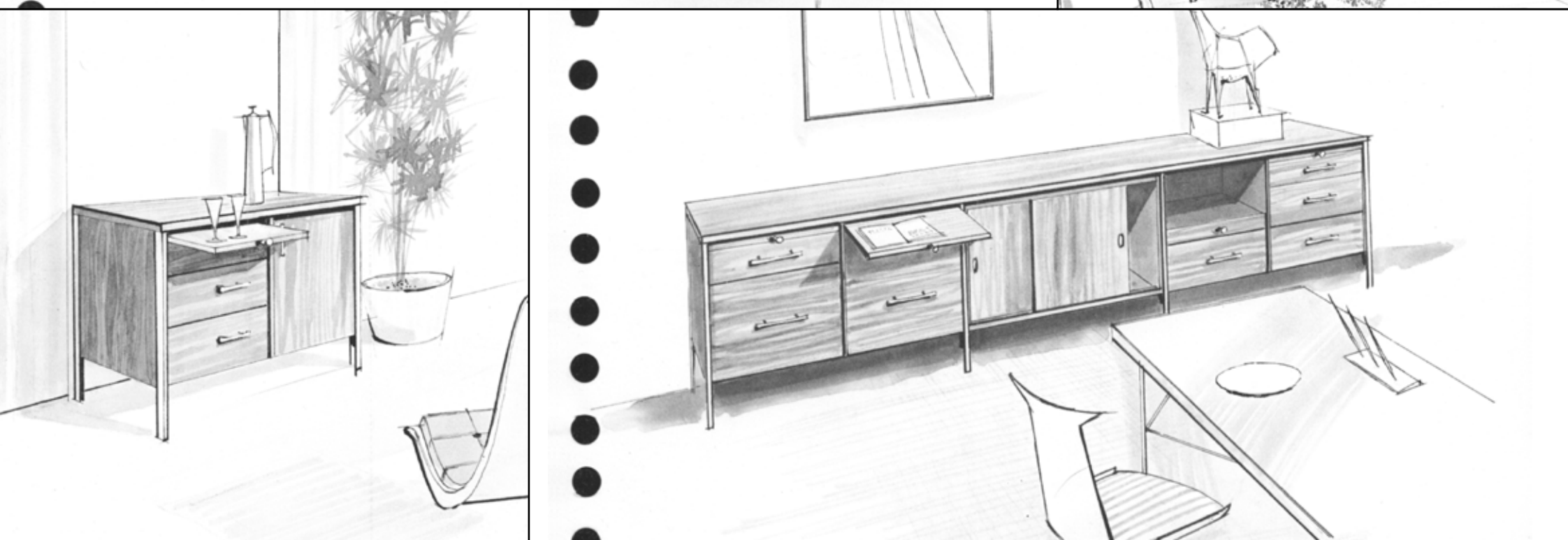


*Design appeal is based
on integrity of form,
simplicity of line,
and true organic function.*

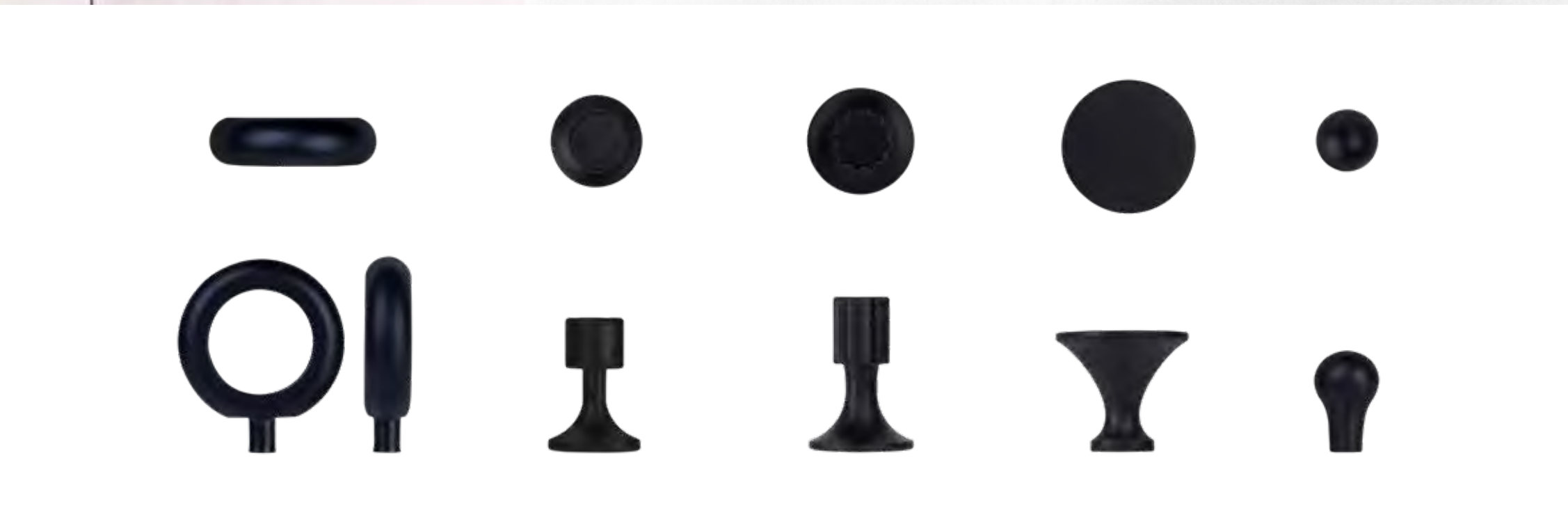
A leading representative of the American Contemporary – Paul McCobb combined slim lines with simple shapes without unnecessary ornaments. He brought together international clarity and Scandinavian craftsmanship. The designer was born in 1917 in Massachusetts, USA and began to study Drawing at Vesper George School of Art in Boston. After military service in the Second World War, he worked as a decoration consultant for Martin Feinmann's "Modernage Furniture" in New York. The Big Apple is where he met his future business partner B.G. Mesberg. In the twenty years to come before his early death in 1969, McCobb produced numerous multifunctional furniture objects, textiles and accessories. His furniture series "Planner

Line" was a bestseller among the Contemporary collections of the fifties and sixties. The objects largely consist of affordable material, like iron, solid wood and long-lasting upholstery. Alongside furniture, McCobb designed radios and TV-sets for "CBS California", other technical gadgets and household goods. As an expert for contemporary design, McCobb consulted companies, appeared in the media and taught at the College of Art in Philadelphia. Paul McCobb received the design prize of the Museum of Modern Art (MoMA) five times between 1950 and 1955. After a long break of production, McCobb Products have been re-issued and are now back and big at the market again.

Paul
McCobb







The company “August Schatte & Co” was closed in 1963– before the age of digitalisation really started. This is why no archival material was preserved. But designs of Schatte speak for themselves. Ageless styles and plain aesthetics convinced us to reissue these classics. Free from all trends and unnecessary details. Schatte wins everyone over with simple shapes and forms, masterfully drawn. Then and now.

august schatte

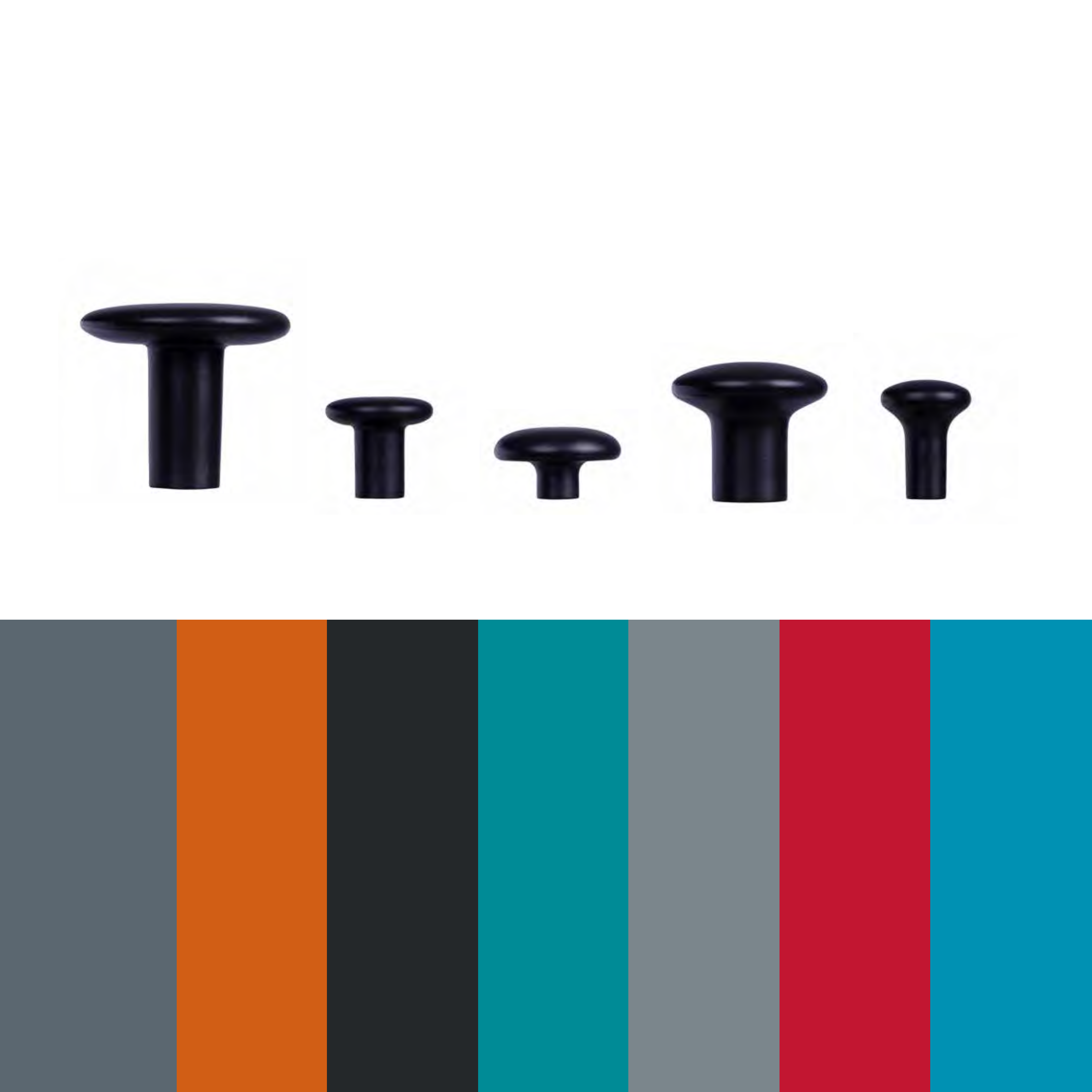
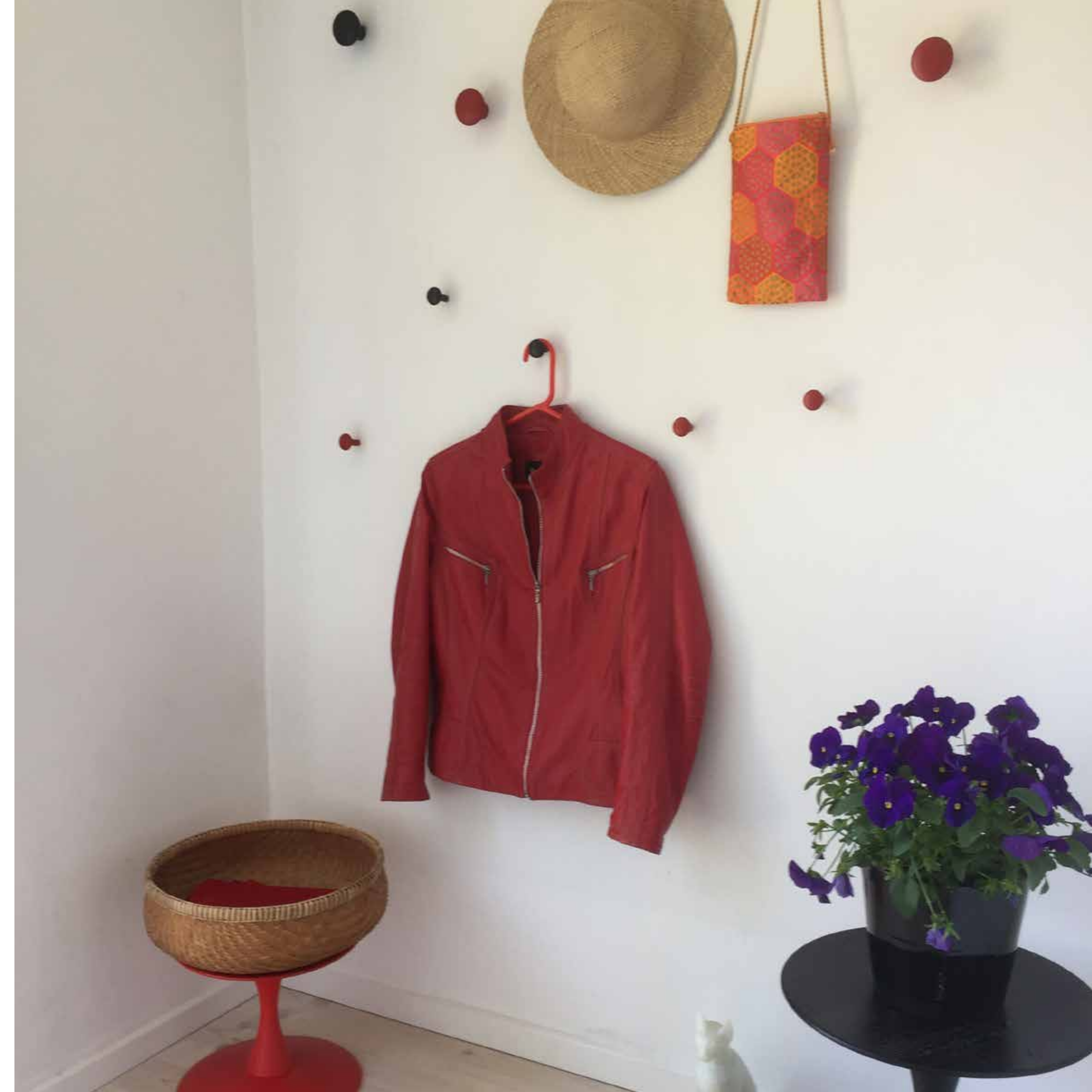




*Three steps forward
and two back
still means i've taken
a step in the
right direction!*

Innovative, professional and inexhaustible productive – there is a reason Nanna Ditzel won several prizes for her life's work. Ditzel Designs are famous for smooth forms, round and curved. Some of her pieces are worldwide classics. The Danish designer was born in 1923 and trained at the Royal Danish Academy of Fine Arts, where she met her husband-to-be Jørgen Ditzel. The power couple made a name for themselves: They ran a design studio in Copenhagen together, designed home and children's furniture, textiles, jewelry and everyday objects. Nanna Ditzel's hanging basket chair "Egg" and her bar stool "Trinidad" became particularly popular. The Ditzels participated in exhibitions and succeeded in competitions, like the "Lunning Prize" for eminent Scandinavian designers in 1956. Seven Years after the death of husband Jørgen, Nanna Ditzel married furniture dealer Kurt Heide in 1968. Together they established the company "Interspace" in London, which was about to become internationally renowned. When Heide died in 1985, Ditzel opened a new studio in Copenhagen. She gave up retirement and filled twenty more years with creativity and hard work. Ditzel died in 2005. Since then, her three daughters have been managing the affairs of her studio and keeping the legacy alive.

Nanna
Ditzel

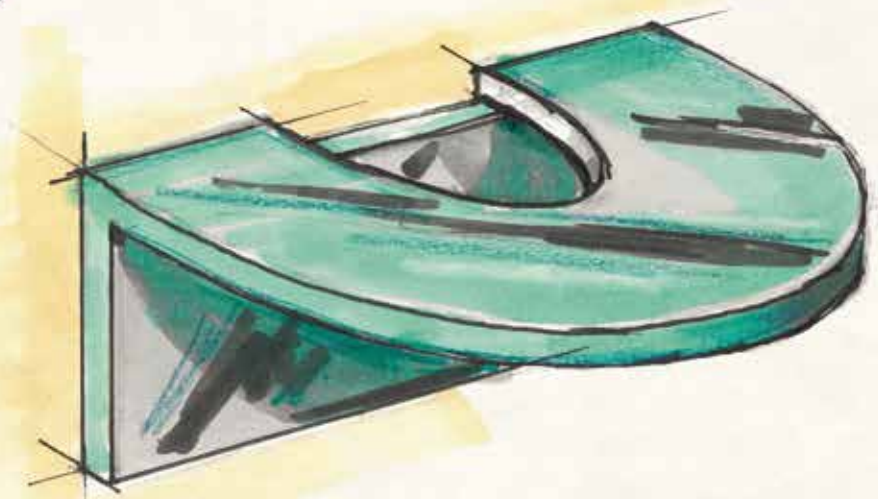
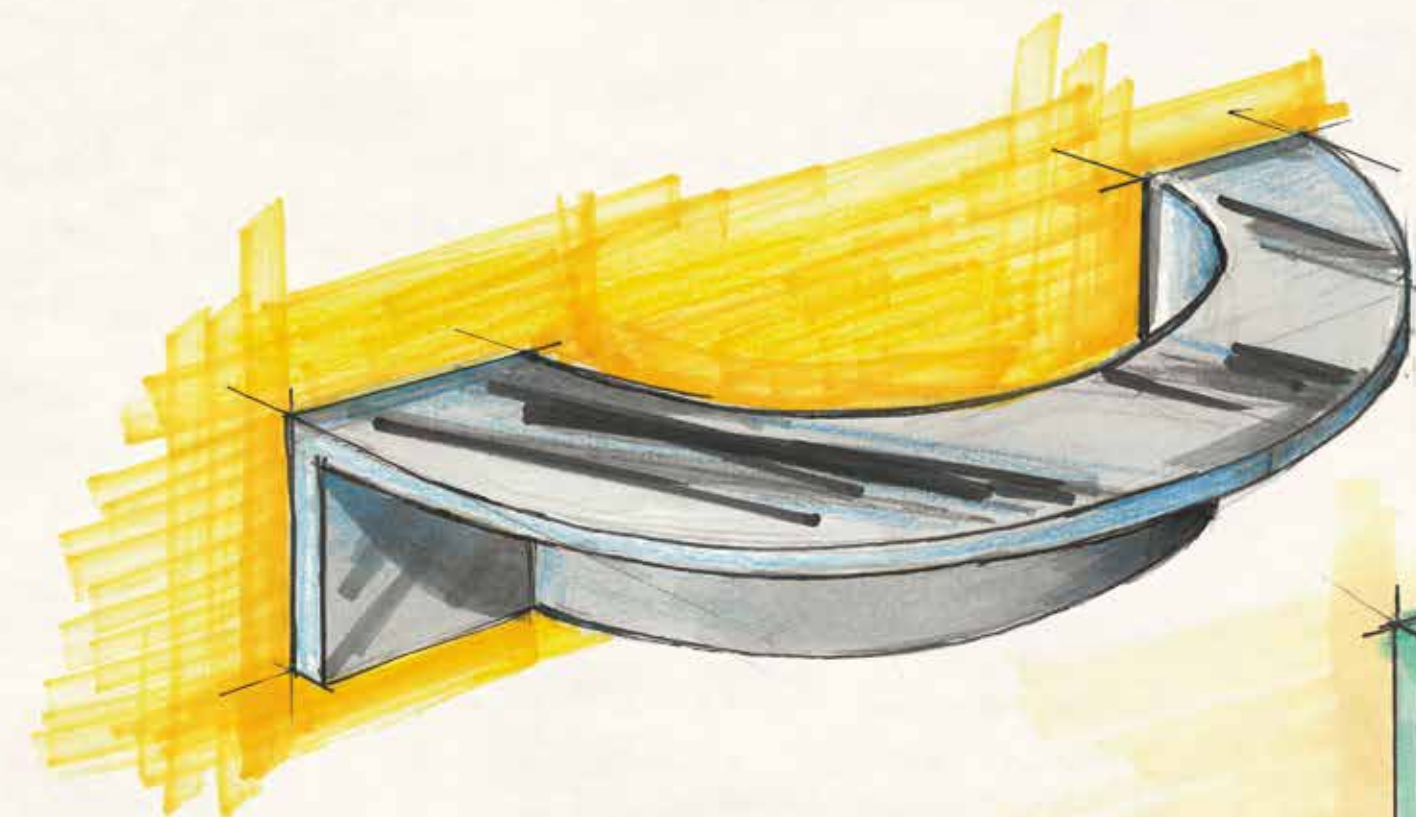


My favorite project is always the next one.

The pioneer of postmodern when it comes to designing buildings. But also the creator of numerous articles for daily use. Kitchen ware, stools, and bathroom items. A Graves-classic is his characteristic bird-shaped "9093" water boiler for "Alessi". Michael Graves was born in Indianapolis, USA in 1934, acquired the bachelor for architecture at Cincinnati University and the master at Harvard. While teaching as a professor in Princeton, he opened an architectural office there in 1964. In the seventies the renowned Museum of Modern Art (MoMA) appointed him one of the "New York Five". Five Designers paving the way for a new architectural style. But style should be for everyone. Graves was not only special for artistic and playful designs, but a humanistic approach. He collaborated with the American discounter "Target" and sold original products to affordable prices. Years later he became sick and concentrated on designing disabled-friendly facility. For his life's work Graves was included in the New Jersey Hall of Fame. Ex US-president Barack Obama appointed him member of the United States Access Board. Michael Graves died in 2015. His company "Michael Graves Architecture & Design" still designs and produces for numerous courses and areas of application. "Michael Graves" remains a worldwide market leader.

MICHAEL







“Less, but better.”

Simple, ageless, functional: Dieter Rams knows exactly what he wants his designs to look like. Once he even put together a personal philosophy: “Ten Principles for Good Design”. The German designer was born in 1932 and studied architecture and interior design at the School for Arts and Crafts in Wiesbaden. Until today his electrical gadgets for the company “Braun” are especially well-known. They were designed in the years between 1955 and 1997 and include the so called “Snow White’s Coffin”, a radio-phonograph. From 1957 on Rams began designing furniture, for example for the company “Vitsoe”. According to Rams, every furniture object expresses a way of life and the designer’s world view. Therefore every object should be tasteful. But above all it should be sustainable. Catching trends is not important. Rams wants his designs to be long-lived. That is why his stools, tables and shelves are variable systems. They can be installed in very different rooms and modules from the sixties are still compatible with today’s pieces. Rams was a professor for industrial design at the University for Fine Arts in Hamburg for 16 years. In 1991 he received an honorary doctorate by the Royal College of Art in London. Rams style has greatly shaped the design philosophy of the “Apple” products. Clarity, honesty, simplicity.

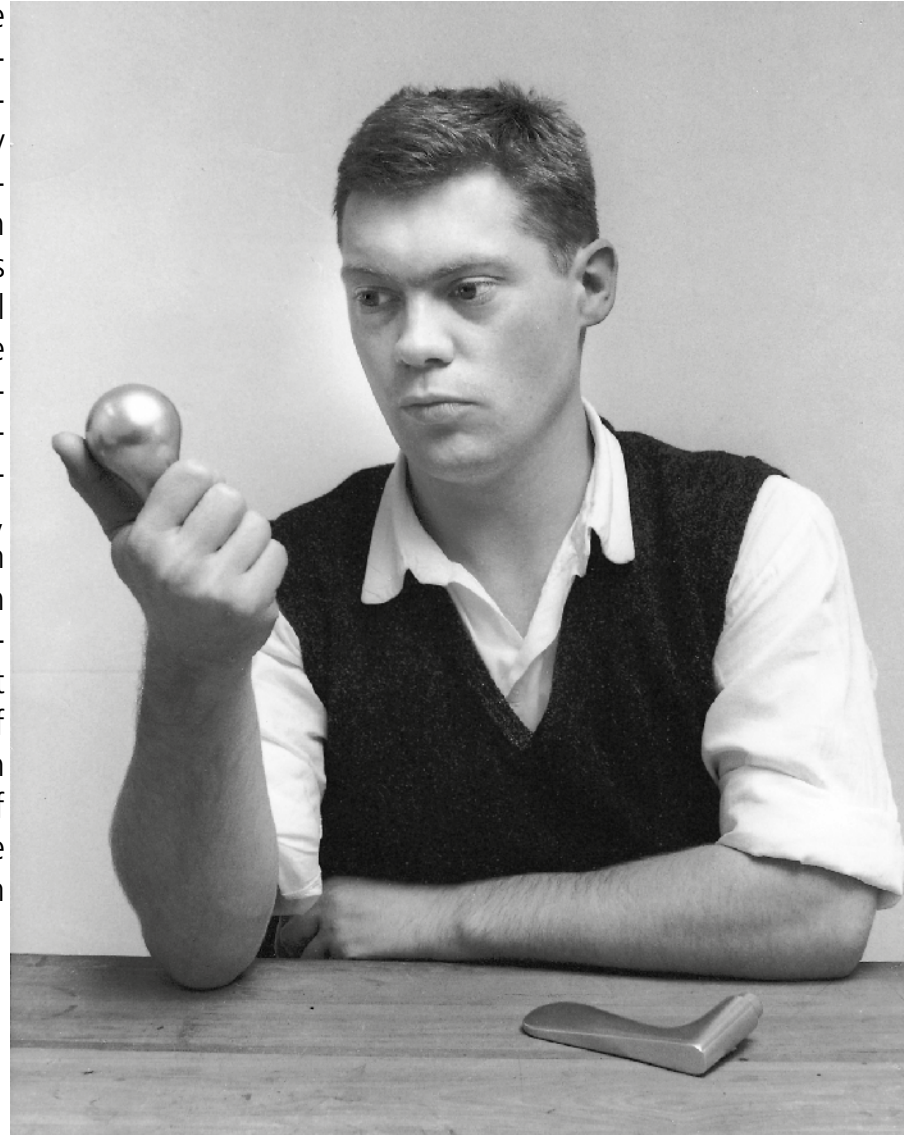
Dieter



RAMS

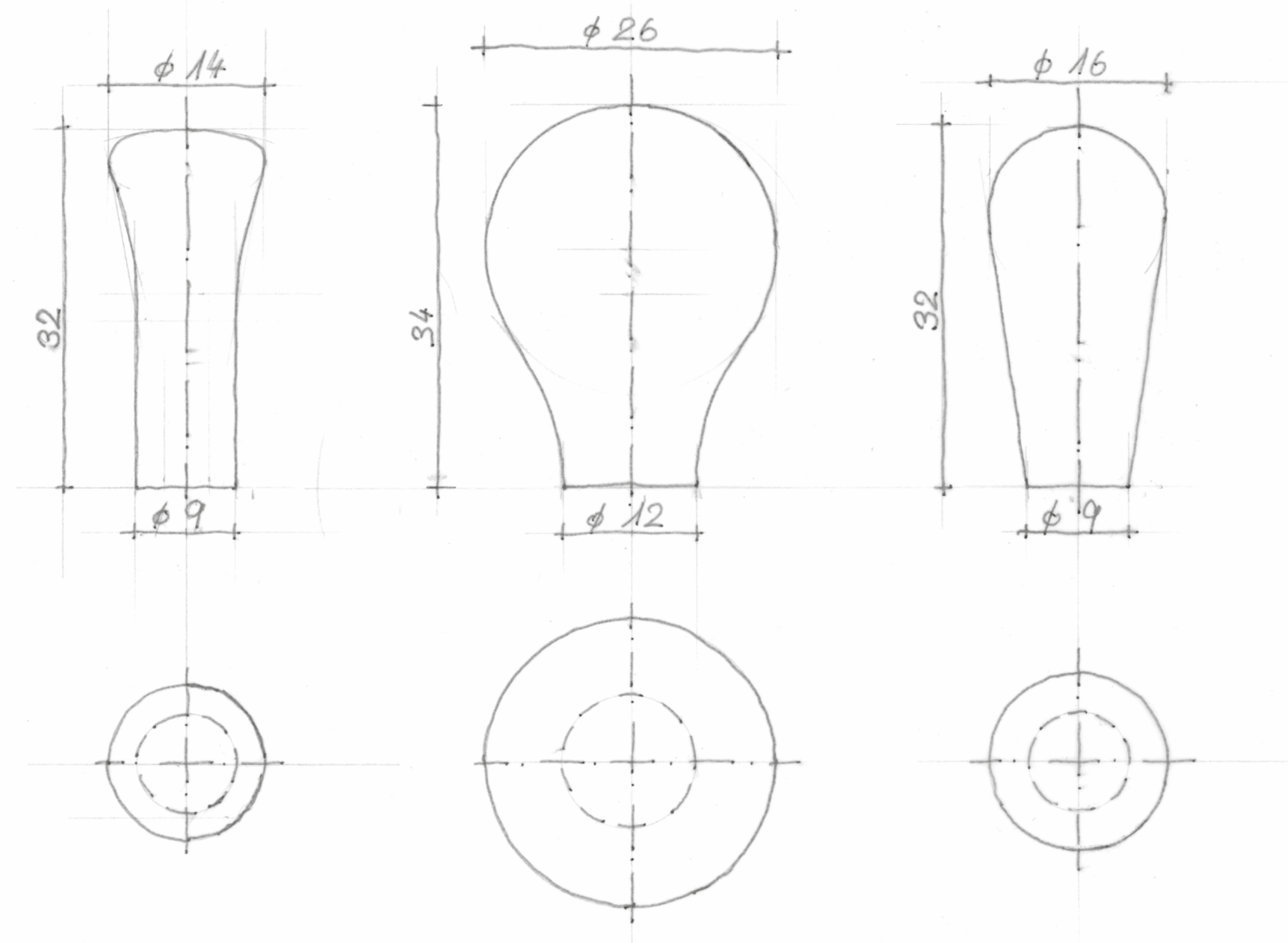
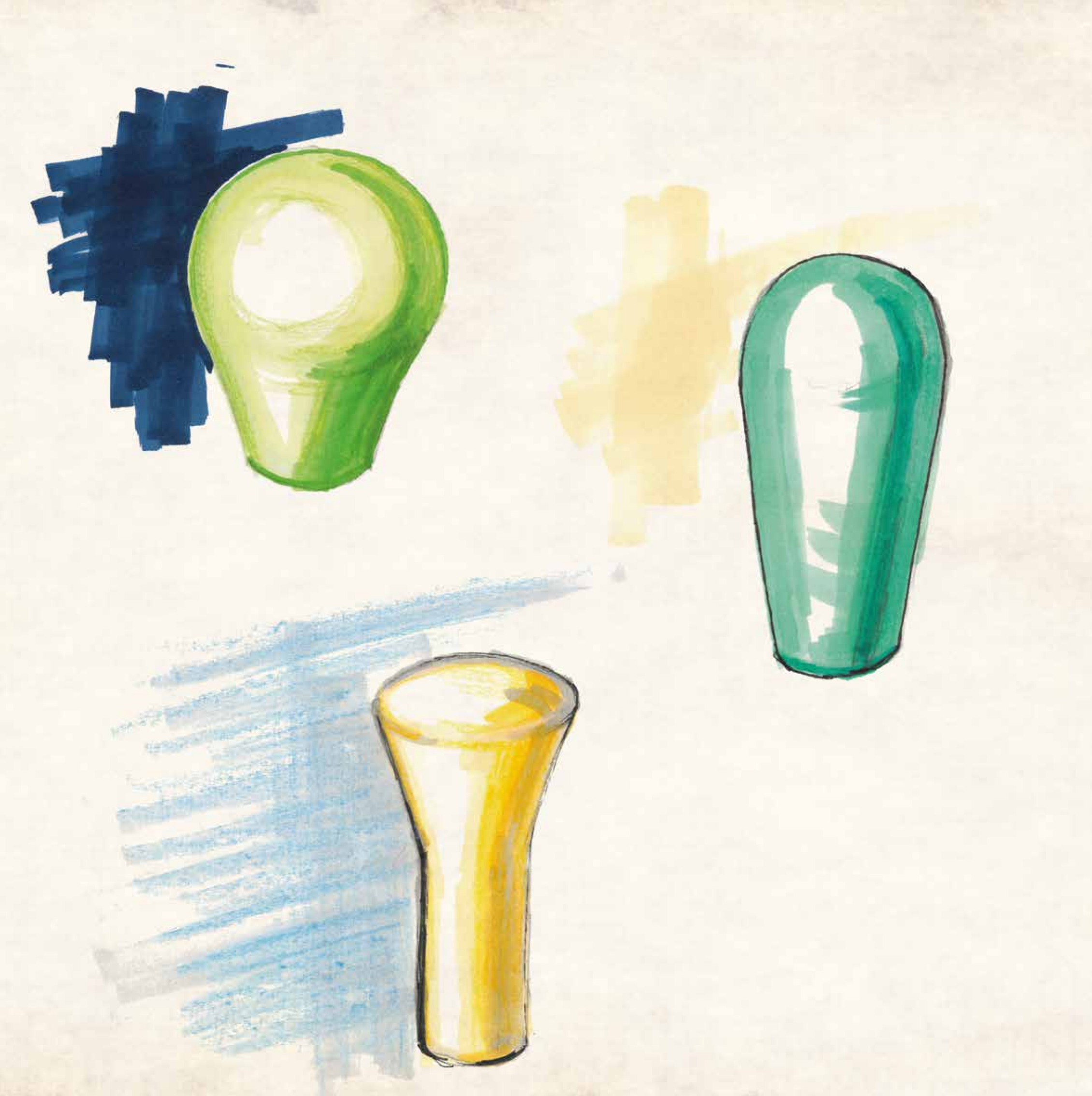


“Supernormal” – that’s what good design should be like, says Morrison. The industry and furniture designer established this principle together with his Japanese colleague Naoto Fukasawa. A style characterized by quiet and reduced shapes, made excellent by the usefulness of its designs. The designer was born in London in 1959 and grew up in New York. In the city of his birth he studied at Kingston Polytechnic Design School and the Royal College of Art. In Berlin he visited the University for Fine Arts. After founding his design studio “Jasper Morrison Ltd.”, he collaborated for example with “Alessi”, “Rosenthal” and “Vitra”. For “Vitra” Morrison designed not only the stool family “HAL”, but the bus stops in front of the Vitra Design Museum in Weil am Rhein. Jasper Morrison doesn’t care much about glory and fame of single designers. The constant improvement of classics through everyone is what matters to him. However, Morrison could not fight off all the prizes that were awarded to him. He was given the “red dot design award” and the design prize of the Federal Republic of Germany. His works are to be found in several international museums, among them the Museum of Art (MoMA) in New York.



Atmosphere is also a function

JASPER MORRISON







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