

sagal*



JONAS IHREBORN

COLLECTION

2016

What
makes
us
special?

JONAS IHREBORN

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



Sagal Group
77 Bastwick Street
London
EC1V 3PZ

020 7253 7390
sagalgroup.co.uk

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www.ihreborn.com

Longlasting furniture for a positive future.