



# DEDON

PRESS NEWS 2019





# BENVENUTI

We're delighted to present our new collections for 2019, along with fresh updates and extensions to DEDON favorites:

BREA, our new outdoor lounge system from Edward Barber and Jay Osgerby, offers the superior comfort, sophisticated construction and quiet luxury of the finest indoor systems for the outdoors. Also suitable for use indoors or out is AIIR, a contemporary shell chair with a light and refined semi-transparent design and our first collection with Danish-Italian duo GamFratesi.

DEDON's unique handweaving heritage has been drawn on with CIRQL by Werner Aisslinger, who has created an archetypal new chair with a contemporary geometric weave. Sebastian Herkner's MBRACE now comes in two rich new colorways, Baltic and Sea Salt. Brand new in the collection: handcrafted coffee- and side tables with unique, patterned ceramic tabletops.

Shadow plays on all DEDON collections are now possible with REAV, our new high-performance sunshade, which combines precision engineering with everyday practicality.

To complete its color world, DEDON's fabric collection has been expanded by seven shades of PATIO, the first outdoor fabric by Kvadrat.

As part of our ongoing TOUR DU MONDE adventure, DEDON continues to travel the world, documenting the best in outdoor living. Italy, the latest stop, provided the perfect backdrop for shooting our new offerings.

As always, it's a joy to share the inspiration with you.





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#### KEY FACTS

- Founded in 1990
- Revolutionized Outdoor Living
- Platform for the worlds most talented designers
- Own productions of DEDON fiber in Germany and Furniture Manufacturing in Cebu/Philippines
- Worldwide distribution with extensive network and owned Showrooms
- CEO Jan van der Hagen, CCO Sonja van der Hagen



## ABOUT DEDON

DEDON is a company of innovators and trend-setters, passionate about good design and curious by nature. 2019 marks the 25th year that DEDON has been producing its handwoven luxury outdoor furniture in the Philippines. Owning and operating its furniture production, including fiber extrusion at its headquarters in Northern Germany, has enabled DEDON to experiment, explore and create without constraint. Welcoming the world's most talented designers into its process, the company consistently sets the standard for quality, comfort and iconic design.

DEDON launched its outdoor revolution back in 1990 with a groundbreaking fiber, luxurious to the touch yet tough enough to withstand the most extreme conditions. Almost 30 years and more than 800 employees later, the company continues to innovate, incorporating highest-quality teak, ceramics, upholstery, sling materials and more into its award-winning designs. As thrilled about the latest products as it was about the very first ones, DEDON is always traveling the world, drawing inspiration and sharing it. The company's journey of exploration and discovery never ends.





# TOUR DU MONDE

The Tour du Monde is DEDON's ongoing, around-the-world adventure in search of the best in outdoor living. The company travels to explore, discover and encounter. To draw inspiration from different landscapes, cultures and ways of experiencing life under the open skies. DEDON furniture, created to bring people together outdoors, becomes part of the story as well.

For the latest stop on the Tour du Monde, DEDON went searching for the authentic Italy of small towns, remote villages and mellow nature. Along the way, it discovered the perfect house — the kind of place that invites you to string lights across a long table and savor dinner with friends, which is exactly what DEDON did.



Settled in a landscape of soft hills, the house and its surroundings provided the perfect backdrop for photographing the new collections. More important, they sparked insights and ideas that will continue to inspire the company for years to come. The Tour du Monde is DEDON's way of sharing these inspirations with you.





NEW

# BREA

Design

EDWARD BARBER & JAY OSGERBY





Edward Barber and Jay Osgerby in their London studio.

## COMFORT WITHOUT COMPROMISE.

### Overview

With BREA, Edward Barber and Jay Osgerby have conceived an outdoor lounge system of quiet luxury and superior quality. Sophisticated and refined construction, together with an ingenious system of connectors, give the collection a modern profile and maximum versatility. Advanced cushion design in waterproof fabrics and elaborate belting on the frame bring indoor levels of comfort to the outdoors. The designers' attention to quality and detail is perfectly expressed in BREA's aesthetic of elegant simplicity.

### Inspiration

The concept for BREA derives from Barber & Osgerby's belief that outdoor furniture should receive the same attention to detail they give to indoor designs. Inspired by the challenge, they created an intelligent, adaptable sofa system that combines uncompromising comfort with easy-going practicality, as reflected in BREA's luxurious slip-off upholstery.

### Characteristics

Attention to quality and detail begins with BREA's connecting system: Cleverly engineered die-cast legs and universal connectors lock the tubular steel frames, backrests and arm rests into place. Available in finishes of White, Black Pepper or Palm, the system allows for a wide range of configurations, from lounge-chair to double daybed to generous three-seater.

BREA's cushions offer the luxurious look and feel of the best indoor sofas but can be easily slipped off and stored. For even greater comfort, the cushions are supported with belts of tensioned webbing. A water-repellent covering, together with stain- and water-repellent fabric, gives the cushions unprecedented weather protection.

### Quotations

*"BREA had to be intelligent and adaptable without compromising luxury or comfort," the designers explain. "That's why so much time was spent reducing complexity and caring for every detail."* Sonja van der Hagen, DEDON's Chief Creative Officer, praises the designers' achievement: *"BREA is an extremely sophisticated system. At the same time, it is truly comfortable, an invitation to spend the whole day lounging."*

ELEGANT, MODERN,  
INTELLIGENT.  
100%-SUITABLE FOR  
OUTDOOR USE.



Lounge chair  
3-seater  
Coffee table  
Cushion: PUNO reed

BREA tabletops consist of high-performance mineral composite.

#### KEY FACTS

- Sophisticated Lounge system with specially developed, innovative connection system
- Maximum versatility with numerous combinations
- Easily removable upholstery slips on and off
- Pillow-shaped design, dressed with upholstered covers
- Perfect fit for in- and outdoor use: outdoor lounge with indoor quality
- High sitting comfort through comfortable belting system and upholstery
- Choice of three colors of powdercoating for the frame

Cushions that slip on and off the metal frame.



2-seater  
Cushion: PUNO reed

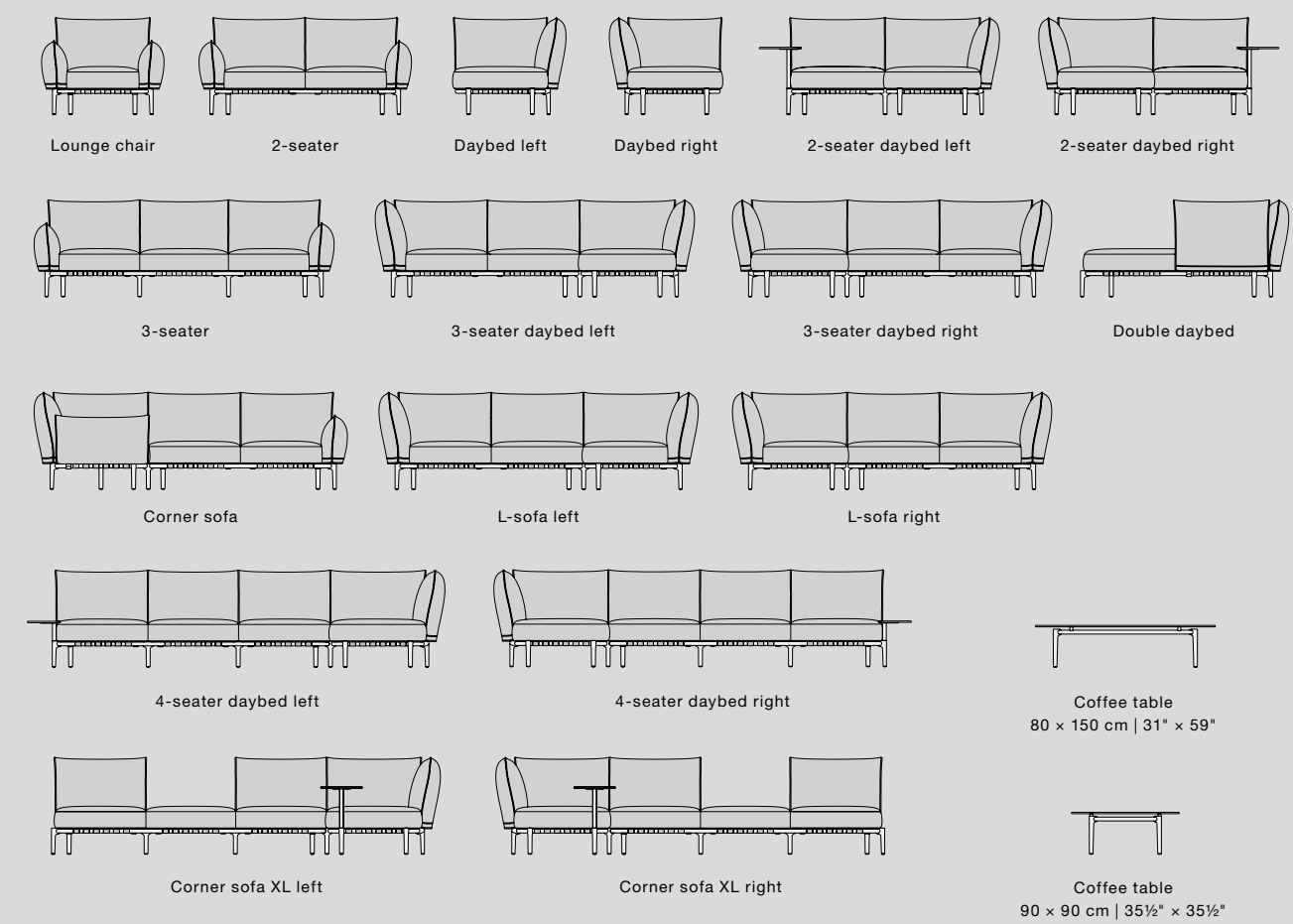
A comfortable lounging collection with clever upholstery for indoor or outdoor use.



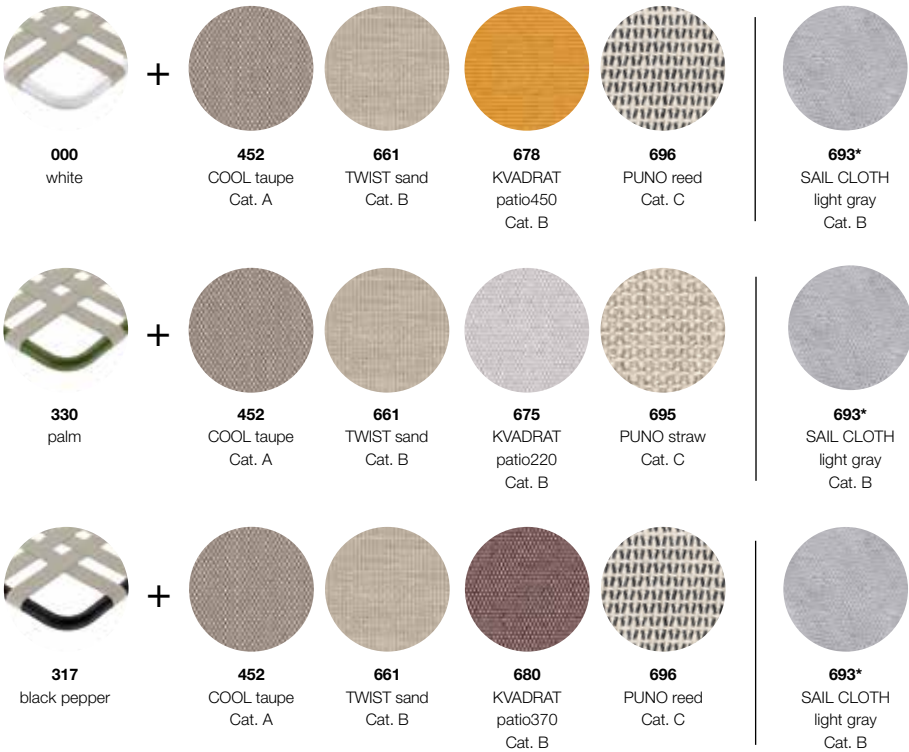


Comfort without compromise — for indoors as well as out.

COLLECTION



RECOMMENDED COMBINATIONS







NEW

# AIIR

Design  
GAMFRATESI





Enrico Fratesi and Stine Gam inspect a tiny mock-up.

## A CHAIR AS LIGHT AS AIIR. NEW: MATCHING SLED BASE.

### Overview

With its light and transparent design, AIIR by GamFratesi reinterprets the classic shell chair for contemporary living. DEDON's first collection to incorporate injection-molded seating, AIIR is suited for use outdoors or in—and so lightweight it's a breeze to move between the two. It comes in armchair and side chair versions, with a choice of tapered teak legs or sled base. An exclusive color palette reflects Nordic and Italian influences from the designers background.

### Inspiration

AIIR's design was inspired by geometry and nature. The vertical slits in the seat back recall a forest of birch trees, their narrow trunks allowing wind and light to pass while creating a landscape that is rarefied yet defined. AIIR's connection to nature is also reflected in its mix of earthy, airy colors.

### Characteristics

From the semi-transparency of the seat back to the sleek curve of the arm, AIIR's design conveys lightness and clarity. Crisp, careful lines give the chair a graphic character, while the rounded seat offers remarkable comfort, with or without optional seat and back cushions. The overall effect is one of simplicity and a harmonious balance of solid and empty space.

For all its refinement, AIIR had to be sturdy enough to last a lifetime, indoors or out. Finding the right balance between lightness and strength required fresh thinking and a bold, creative collaboration between design and production. Continuous experimentation eventually led to an innovative injection-mold opening that allowed for exceptionally precise, high-quality extractions.

### Quotations

*"We aimed to design an outdoor chair that could transcend the 'barrier' of the window and move indoors," the designers explain. "In this way, we could create a continuous landscape between outside and inside."* Sonja van der Hagen, DEDON's Chief Creative Officer, adds: *"GamFratesi have developed a very special collection—geometrical, charming and timeless. They absolutely share our passion for detail and products that are spirited."*



#### KEY FACTS

- Dining armchair and dining side chair
- 4 colors: Salt, Pepper, Saffron and Nori
- Injection molded seat
- Legs available in premium teak or as sled base
- Masterpiece in production with slitted backrest
- Optional seat and back cushions



TRANSPARENT  
AND COMFORTABLE.

A color palette of Nordic and Italian influences: AIIR armchair with sled-base in Nori.



MBRACE dining table 6 + 2,  
270 × 90 cm, 35½" × 106¼"  
AIIR armchair, salt, teak base

Universal chair, compatible with  
WA, MBRACE, SEAX and other DEDON tables.

NEW

AIIR sled base



Armchair salt, teak base  
Cushion: COOL ash  
Side chair saffron, sled base

Strength, flexibility, maximum UV-stability: AIIR shell seat  
in high-performance, 100% -recyclable polypropylene.





AIIR invites to savor dinner with friends.

COLLECTION

Armchair, teak base	Armchair, sled base	Side chair, teak base	Side chair, sled base

RECOMMENDED COMBINATIONS

	+					+		
135 salt		458 COOL ash Cat. A	663 TWIST terracotta Cat. B		132 pepper		458 COOL ash Cat. A	662 TWIST gray Cat. B
	+					+		
131 saffron		458 COOL ash Cat. A	662 TWIST gray Cat. B		133 nori		458 COOL ash Cat. A	664 TWIST dark turquoise Cat. B







NEW

# CIRQL

Design

WERNER AISSLINGER





Werner Aisslinger with his archetypal CIRQL chair.

## HANDWEAVING HERITAGE MEETS CONTEMPORARY GEOMETRY.

### Overview

With CIRQL, Werner Aisslinger has drawn on DEDON's unique hand-weaving heritage. The result is an unmistakably fresh collection in a coordinated palette that offers unique opportunities for color play. Based on round, friendly shapes and a sophisticated geometric woven pattern, CIRQL manages to be both iconic and inviting. Made with luxurious DEDON Fiber, unrivaled for quality and strength, the collection can withstand even the harshest outdoor conditions.

### Inspiration

Aisslinger was inspired to develop an archetypal new shape for CIRQL. *"When designing a chair,"* he explains, *"the highest goal is always to achieve an archetype, not too complex, that creates a natural sense of connection, as if it had somehow always been around."* Further inspiration came from another Aisslinger project, the newly opened 25hours Hotel "The Circle" in Cologne. Set in a semicircular building from the 1950s, the hotel presents CIRQL on a terrace on the 8th floor.

### Characteristics

True to its name, CIRQL features encircling backrests and three concentric circles of powder-coated aluminum in the seat. The inner circles are suspended in a geometric weave that radiates from the center. Aisslinger developed the intricate woven pattern together with DEDON's master weavers in the Philippines. CIRQL includes lounge chair, dining chair (in a choice of circular or four-leg base), footstool and side table. Optional seat cushions complete the offering.

### Quotations

*"We set out to create a very light, easy, transparent chair,"* says Aisslinger, *"that was at the same time extremely welcoming, comfortable, and—when compared with existing products on the market—unexpected. It also had to have that special DEDON kick of quality and sophistication."* Jan van der Hagen, CEO of DEDON adds: *"What we love about CIRQL is the way it uses our fiber expertise and handcraft heritage to create something truly new for the outdoors."*

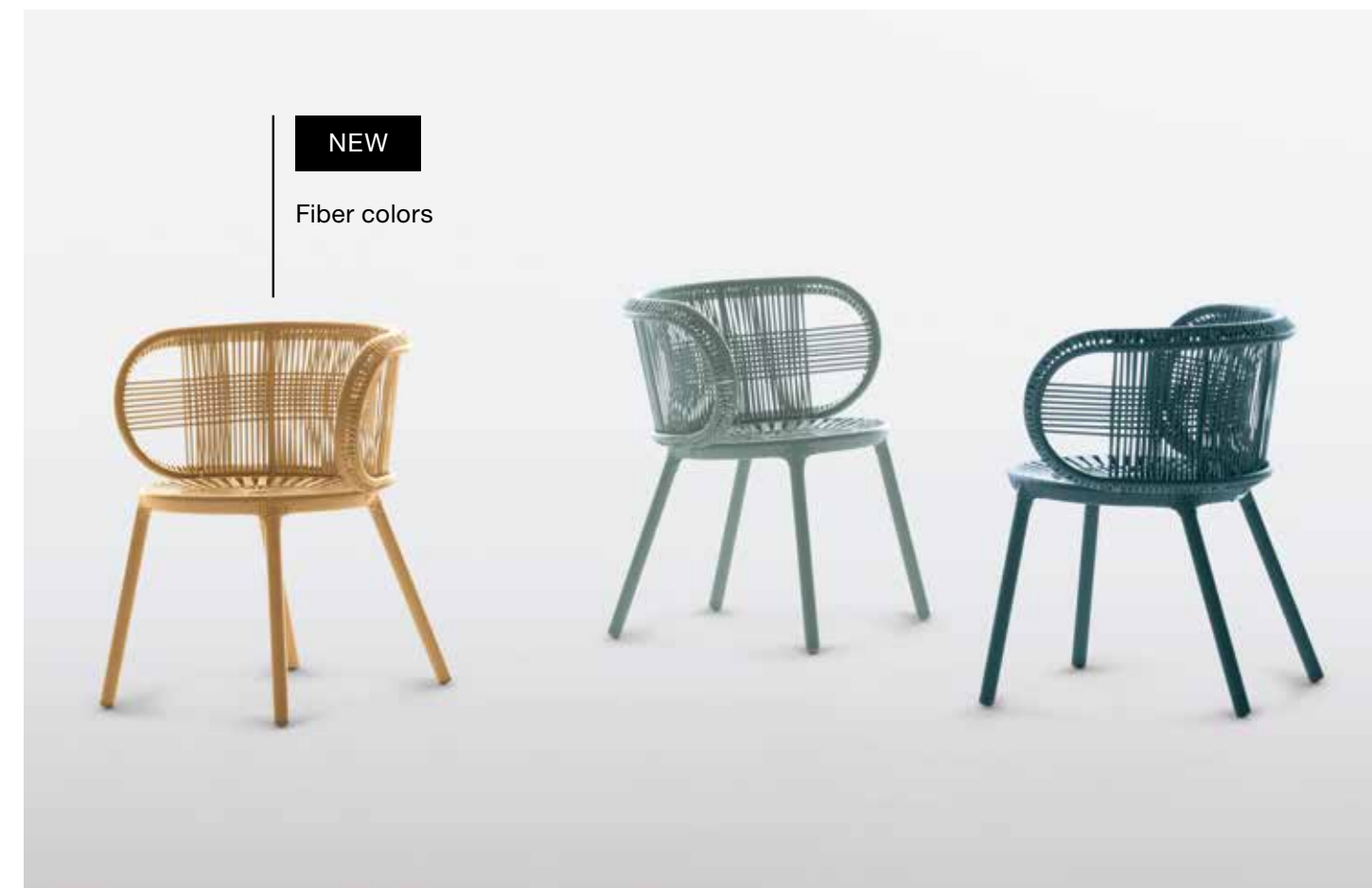


A GRAPHIC WEAVE  
ON A CIRCULAR  
COLLECTION. FOUR  
CURATED COLORS.



Armchair, central base, onyx/carbon  
Side table, onyx/carbon

Round and friendly shapes,  
a geometric weave and iconic style.



Armchair in Ginger, Bluestone and Jade:  
a coordinated palette for unique color play.

KEY FACTS

- Archetypal new shape
- Round, friendly shaped design
- Sophisticated geometric woven pattern
- Showcases DEDON's heritage: master weaving skills and unrivaled outdoor quality in fiber
- First collection for DEDON by Werner Aisslinger
- **NEW** Available in four curated colors: Onyx/Carbon, Bluestone, Jade, Ginger



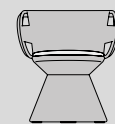
Made with luxurious DEDON Fiber, unrivaled for  
quality, strength and weather resistance.



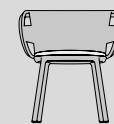


CIRQL presents the luxurious DEDON Fiber in a sophisticated geometric woven pattern.

## COLLECTION



Armchair  
central base



Armchair



Lounge chair

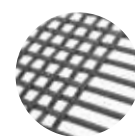


Footstool



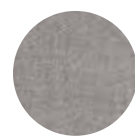
Side table

## RECOMMENDED COMBINATIONS

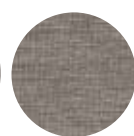


**080**  
onyx/carbon

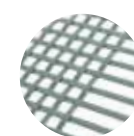
+



**458**  
COOL ash  
Cat. A

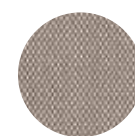


**662**  
TWIST gray  
Cat. B

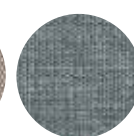


**144**  
bluestone

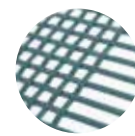
+



**452**  
COOL taupe  
Cat. A

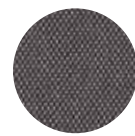


**664**  
TWIST  
dark turquoise  
Cat. B

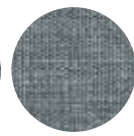


**143**  
jade

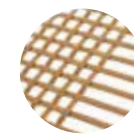
+



**454**  
COOL dark gray  
Cat. A



**664**  
TWIST  
dark turquoise  
Cat. B



**145**  
ginger

+



**450**  
COOL white  
Cat. A



**660**  
TWIST beige  
Cat. B







NEW

# MBRACE

Design

SEBASTIAN HERKNER





Sebastian Herkner is mbracing the world.

## NEW FOR MBRACE: HANDCRAFTED SIDE- AND COFFEETABLE COLLECTION ATTRACTIVE COLOR UPDATES: BALTIC AND SEASALT

### Overview

Sebastian Herkner's award-winning MBRACE collection is beloved for its modern mix of teak and woven fiber. With the latest extensions to MBRACE, that material mix has become even richer and more distinctive. In addition to two alluring new fiber colorways, Baltic and Sea Salt, MBRACE now includes coffee- and side tables with ceramic tabletops. Crafted in Italy, each tabletop features its own unique handmade surface pattern. The tabletops are mounted on solid, premium teak bases characteristic of the entire MBRACE collection.

### Inspiration

Sebastian Herkner has always been inspired by materials. An inventive combination of teak and fiber was the starting point for MBRACE, and the designer approached the new ceramic tabletops in the same creative spirit. Observing production processes at DEDON's Italian ceramic supplier, Herkner was inspired to press patterns into the wet tabletop surfaces. He soon set up his own small workshop within the facilities and experimented with techniques until he found the perfect one.

### Characteristics

All MBRACE coffee- and side tables come with a circular tabletop that is partially imprinted with a mesh-like grid pattern. Crafted by hand, each tabletop is a unique piece of applied art. Made with highest-quality Italian ceramic in a semi-gloss finish, they are frost-proof, nonabsorbent and highly resistant to impact and abrasion. Available in a choice of black, taupe or white, the tabletops come mounted on handmade bases of solid premium teak. Available in the diameters 70 cm for the coffee table, and 50 or 35 cm for the side tables, this new addition to the award-winning MBRACE collection is complementing all DEDON collections.

### Quotations

*"It's all about welcoming and hospitality," says Herkner. "With MBRACE, we wanted to create a collection that fit with the values of DEDON while also addressing young and sophisticated explorers." Sonja van der Hagen, DEDON's CCO, adds: "We love the way the new coffee- and side tables stay true to the spirit of the MBRACE while bringing new ideas and materials into the mix. The hand-made quality of the ceramics is outstanding and reflects DEDON's passion for excellence."*



NEW

MBRACE fiber: sea salt  
MBRACE seat- and backcushion



NEW

- Weaving colors: sea salt & baltic
- Table collection with handcrafted ceramic tabletops, consisting of one coffee table and two side tables

## HANDCRAFTED CERAMIC TABLETOP WITH PATTERNED SURFACE.

NEW

MBRACE side tables & coffee table



Side table Ø 50 cm, Ø 19¼", chalk  
Side table Ø 35 cm, Ø 13¾", taupe  
Coffee table Ø 70 cm, Ø 27½", chalk



Dining table 6 + 2, 270 × 90 cm, 35½" × 106¼"  
Armchair pepper  
Cushion: COOL taupe

With ceramic tabletops that are frost-proof,  
nonabsorbent and highly resistant to impact  
and abrasion.

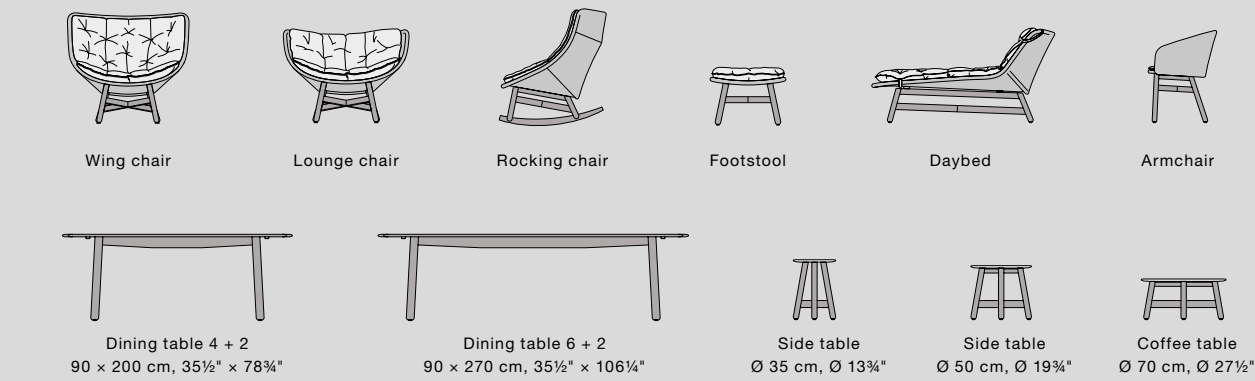




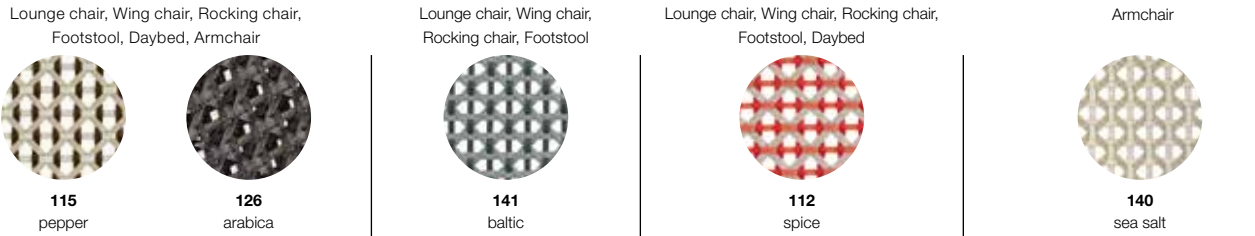


MBRACE lounge chair in baltic.

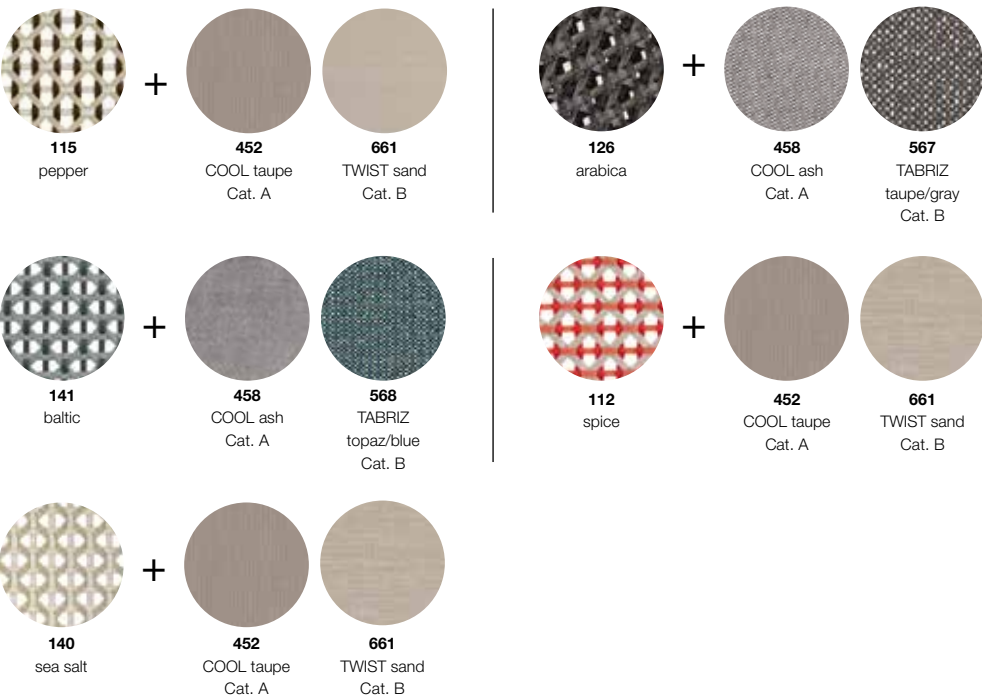
COLLECTION



FIBER BY ITEM



RECOMMENDED COMBINATIONS



TABLETOP CERAMIC







NEW

REAV





REAV's ingenious pulley system: for opening with ease.

## COLLECTION



## MATERIALS



# SHADOW PLAYS ON A PERFECT SUMMER DAY.

### Overview

The REAV sunshade combines minimalist design with smooth engineering and robust functionality. Light and understated in appearance, it's the perfect accompaniment to any DEDON collection, creating shade, not distraction.

### Inspiration

The brief was to develop a high-performance sunshade with everyday practicality. Inspiration for REAV came from a fundamental principle of design: Form follows function.

### Characteristics

REAV features a precision-engineered integrate pulley system. Its UV-protected, easy-care canopy repels both dirt and water. The precisely-machined galvanized steel base is available in two sizes, for wind grade 3 or 6.

### Quotations

*"REAV has been engineered for high performance and ease of use,"* says DEDON CEO Jan van der Hagen. *"The only way to appreciate how smoothly it opens and closes is to experience it for yourself."*








## FABRICS

Developed with a passion for quality, DEDON fabrics utilize some of the world's most advanced materials and weaving technologies. Eight luxurious and distinctive fabric styles create opportunities for mixing, matching and playing with colors, textures and moods. All DEDON fabrics are quick-drying, UV-resistant and easy to maintain.


To complete its color world, DEDON offers seven shades of PATIO, the first outdoor fabric by Kvadrat, designed by Karina Nielsen Rios. A leading producer of indoor textiles, Kvadrat has drawn heavily on DEDON's outdoor expertise in the development of this beautiful fabric. Soft yet durable, PATIO offers exceptional vibrancy of color. The result of three years of intensive research, it's the perfect fit with DEDON's standards of quality and design.




NATURAL




TWIST beige  
660




TABRIZ marble/beige  
566




COOL off white  
451




KNOTT almond  
561




LINEN sand  
651



TWIST sand  
661

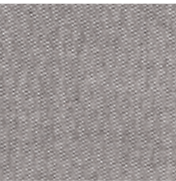


PUNO straw  
695

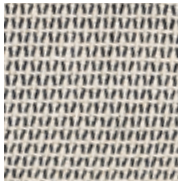


KVADRAT patio450  
678

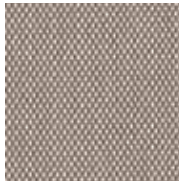
STONE




COOL ash  
458




PUNO reed  
696




COOL taupe  
452



LINEN warm gray  
652

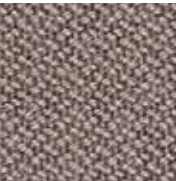


TWIST gray  
662




TABRIZ taupe/gray  
567


DARK




LINEN taupe  
640




CURL taupe  
613



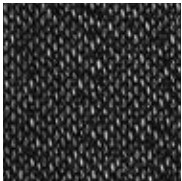
COOL dark gray  
454




COOL marengo  
455



KVADRAT patio970  
681



TWELLO night  
628



TABRIZ charcoal/  
blue  
569

LIGHT



COOL white  
450



LINEN off white  
650



KVADRAT patio220  
675

WARM



CURL sand  
614



DUNE shore  
698



TWIST terracotta  
663




KNOTT apricot  
560




COOL tropicana  
459



COOL marsala  
456




KVADRAT patio370  
680




KVADRAT patio550  
679


FRESH




KVADRAT patio110  
676



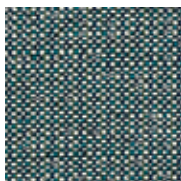
DUNE cove  
699




TWIST dark turquoise  
664



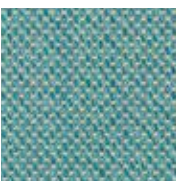
KVADRAT patio140  
677




TABRIZ topaz/blue  
568



TWELLO noon  
624



TWELLO morning  
622



TWIST turquoise  
665









Art.Nr.: 88101956

EN Version

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