

STRING CELEBRATES 70 YEARS -LAUNCHING EXCLUSIVE LIMITED EDITION OF STRING POCKET

In 1949 Nisse and Kajsa Strinning designed the very first String shelf, which with time became a Swedish design icon. The well-known shelving system now celebrates 70 years and in order to honour the heritage String will offer a limited edition of the *String Pocket*, created by designer Mats Theselius.

String Pocket is characterised by iconic, stylish wire panels that give the shelving a unique, timeless quality. The anniversary edition will be executed in a new material, where the shelves are made of glass and the panels are powder coated stainless steel.

- I wanted to explore how well the design of the String shelf stands the test of time. With shelves of glass, the anniversary model recedes and takes on an almost intangible form. You are presented by the wall panels and the faintly blue-green edges that form lines to visualise the demarcation of the shelves, says Mats Theselius.

The stainless panels are finished in the same hue as the glass edges, causing the glass and panel to melt together into one structure. The exclusive anniversary edition of *String Pocket* will only be produced in 2019 reproductions, with a numbered engraving on one of the shelves.

- This year the *String shelf* celebrates 70 years and we wanted to emphasize the timeless design Nisse and Kajsa created. We have previously collaborated with Mats Theselius when creating limited anniversary editions, and his sense for both selection of material and design made it an easy choice to make, says Peter Erlandsson, co-owner of String Furniture.

Each *String Pocket* consists of two side panels and three shelves, making it simple to combine this versatile product into a smaller shelving system in a number of groupings.

Mats Theselius also designed the two previous limited editions by *String Pocket*. When String celebrated 60 years in 2009 a rosewood and gold version was launched and when *String Pocket* celebrated 10 years in 2016 an anniversary version in stainless steel was produced.

The limited edition of *String Pocket* will be available in stores from September 2019.

Product information: String Pocket Limited Edition

Design: Mats Theselius

Dimensions: W: 600 mm, D: 150 mm, H: 500 mm

Material: Shelves in Optiwhite glass, panels in powder coated stainless steel

Price: 2950 SEK

About Mats Theselius

Mats Theselius is the designer behind several of the most well-known and appreciated Swedish furniture produced in the 1990s. Theselius is educated at the University College of Arts, Crafts and Design (Konstfack) in Stockholm 1979-1984. During the years 1995-1996 he acted as Professor at the HDK School of design & crafts, Chalmers University in Gothenburg. During his successful career several of his designs have been noticed and among others are the chairs Aluminum, Inox and Star where all are characterised by creativity, innovative design at the same time as they stand out from the crowd. Theselius

was rewarded the Grand Award of Design in 1997 and in 2011 he was elected as an associate of The Royal Swedish Academy of Fine Arts. His designs have been part of several major exhibitions worldwide and his works are often described as a merge between design and art.