

---

mater

---

# Salone del Mobile Showcasing 2019

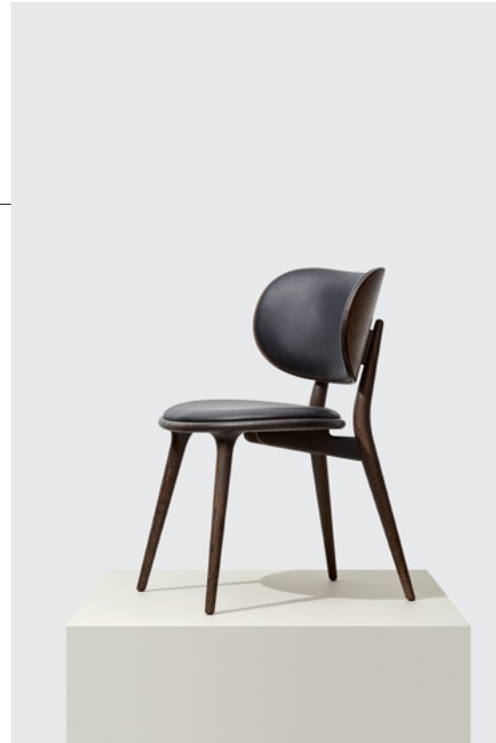


**Presenting a  
sustainable  
and forward  
thinking 2019 !**

# Introducing at Salone del Mobile

**THE DINING CHAIR**  
by Space Copenhagen

P. 6



**OCEAN COLLECTION**  
by Joergen & Nanna Ditzel

P. 10

**A 1955 reissue —  
Danish design reimagined  
in ocean waste plastic**

**HIGH STOOL ANNIVERSARY COLLECTION**  
by Space Copenhagen

P. 14



# Content

<b>United Nations 17 Sustainable Development Goals</b>	<b>4</b>
<b>The Dining Chair</b>	<b>6</b>
<b>Ocean by Jørgen &amp; Nanna Ditzel</b>	<b>10</b>
<b>High Stool Anniversary Collection</b>	<b>14</b>
<b>Milan News</b>	<b>18</b>
<b>Mater Novelties</b>	<b>20</b>
<b>About Mater</b>	<b>22</b>

**VISIT US AT  
SALONE DEL MOBILE  
HALL 10, STAND C15**

**APRIL 9 — 14 2019**

“Through aligning  
our CSR strategy  
and our  
production to the  
UN Global Goals  
we are now  
contributing to five  
key Sustainable  
Development  
Goals.”

**Henrik Marstrand**

Founder and CEO



THE GLOBAL GOALS  
For Sustainable Development

## United Nations 17 Sustainable Development Goals

At Mater we wish to make an impact in the design- and business industry, by aligning our commitments within our production and our CSR strategy with the UN Global Goals for sustainable development — a framework agreed by 193 nations organized in 17 Sustainable Development Goals (SDGs) to end poverty, protect the planet and ensure prosperity for all, as part of a new sustainable development agenda. Through aligning our CSR strategy and our production to the UN Sustainable Development Goals we are now contributing to five key sustainable development goals. As a manufacturer of both furniture

and lighting we have committed support the goal of *Affordable and Clean Energy* by only manufacturing LED lighting (SDG 7) and supporting *Responsible Consumption and Production* (SDG 12). We have also directly contributed to preserving *Life Below Water* (SDG 14) with the recent design by Nanna Ditzel in recycled fishnets collected from the oceans across the world. *Life on Land* (SDG 15) has been at heart from the very beginning and we keep pushing the boundaries for sustainability and aesthetics by exploring new production partners to join our mission with *Partnerships for the Goals* (SDG 17).

# The Dining Chair

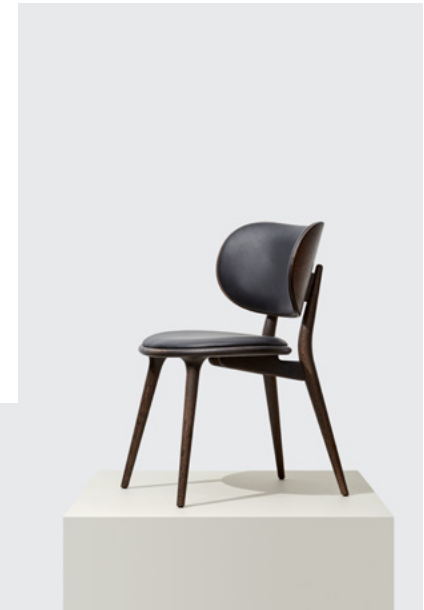
BY SPACE COPENHAGEN



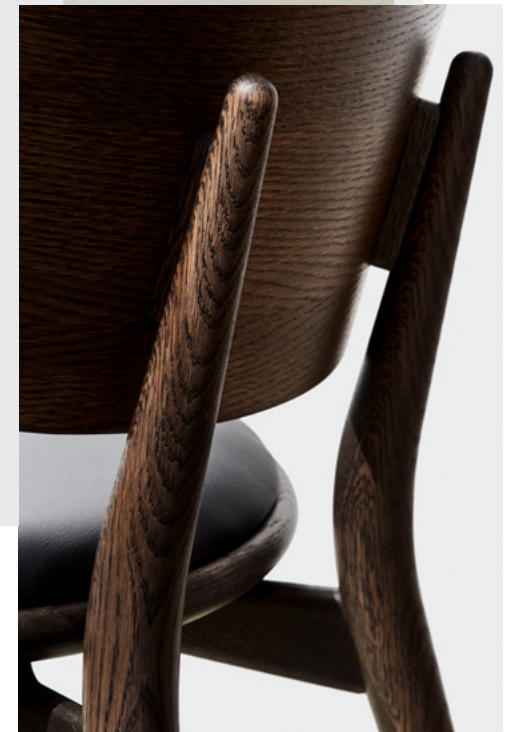
The Dining Chair  
Natural Matt Lacquered Oak (FSC)



High Stool Backrest  
Sirka Grey Stained Oak (FSC)



The Dining Chair  
Natural lacquered FSC oak  
with natural tanned leather





## Introducing The Dining Chair — classic, simple and sculptural.

The Dining Chair is the newest piece to the Mater collection. When designing The Dining Chair, made from sustainably sourced wood, Space Copenhagen explored classic, simple and sculptural motifs. The backrest itself is upholstered in a soft durable leather and is fully supportive and comfortable so that it outweighs the need for armrests.

The new collection by Space Copenhagen also includes the High Stool Backrest which builds on High Stool's beautifully fluid, sculptural and archetypal character, adding a generous rounded backrest for a heightened sense of comfort.

Space Copenhagen comment:

*"The classic wooden chair as a typology has been a recurring theme for us - something that keeps us interested*

*- whilst at the same time rather challenging for us to approach growing up on the shoulders of a much celebrated Danish furniture tradition that stands out for incredibly beautiful and thoughtful execution with a timeless quality. So, getting The Dining Chair to a stage where it feels clear, contemporary and effortless took quite some consideration and trials. We are very pleased with how it turned out."*

The new collection is available in solid oak or beech wood with a backrest steam banded in veneer. The sustainably sourced solid wood honour Mater's commitment to the environment for a better planet by supporting the UN Sustainable Development Goals of 'Life on Land', 'Responsible Consumption and Production' and 'Partnership for the Goals'.

Also by  
Space Copenhagen



### SPACE COPENHAGEN

Established in 2005 by Signe Bindslev Henriksen and Peter Bundgaard Rützou, Space Copenhagen is a design studio that works across multiple disciplines from interior design for private homes, hotels and restaurants all over the world to art installations and art direction, furniture, lighting and refined objects.

The ambition is to forge new paths by balancing opposites — classic and modern, industrial and organic, sculptural and minimal, light and shade. Duality and contrast. Curiosity as a fundamental human condition.

The studio's intuitive approach embodies designs that are distinctively shaped by given circumstances, functional needs, and a fundamental interest in human behavior. It is a sense of and belief in a slow aesthetic that centers quality and longevity.

*"We call our approach  
Poetic Modernism".*

# Ocean Collection

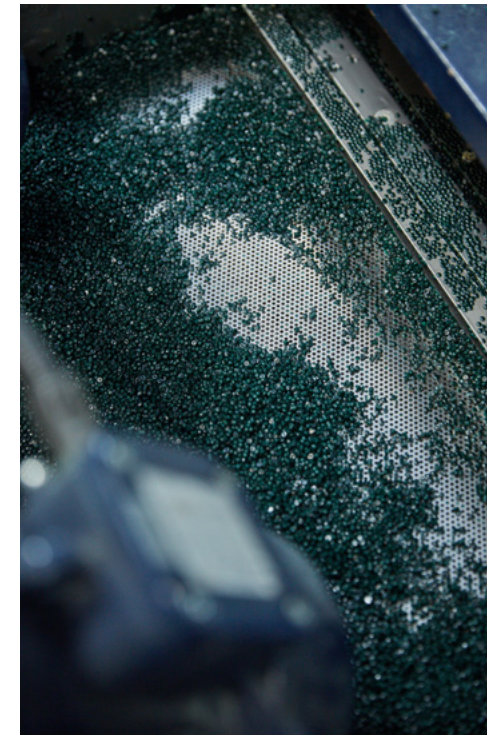
BY JOERGEN & NANNA DITZEL



**Ocean Chair**  
Recycled fishnets and recycled hard plastics



**Ocean Table 2P**  
Concrete Green



**LET'S CLEAN UP THE OCEAN!**  
One Ocean Chair uses some 960g of ocean waste plastic.



**Ocean Table 4P**  
Black



*While 1 kilo of recycled plastics raw material saves some 1.7 kilos of CO<sub>2</sub>, one single Ocean Chair saves 1.6 kilos CO<sub>2</sub> emissions savings compared to virgin equivalents — demonstrating a CO<sub>2</sub> emissions saving up to 82%.*





## A reissue of a 1955 design — Danish design legacy reimagined in ocean waste plastic.

In a nod to its materiality, the Ocean Collection is largely made from ocean plastic waste, one of the most important issues facing the planet. Jørgen and Nanna Ditzel themselves used organic designs and innovative materials within their products, with this new collection Mater seeks to continue their inventive approach to design.

Dennie Ditzel, Nanna and Jørgen Ditzel's daughter, has been overseeing the Ditzel archive since Nanna's death in 2005. On the collaboration she says her mother *'was fascinated by new materials and always experimenting with them, so this would just be ideal for her – this new iteration is very much in her spirit.'*

Mater has been committed to sustainable solutions since the

inception, marrying high design with the latest in material innovation. The Ocean Collection is another example of this, aiming to help tackle the critical problem of the pollution of the world's oceans.

Henrik Marstrand, CEO and Founder of Mater says, *'Our planet is struggling and never before has it been more obvious that we need to take action to protect our environment. We are facing a global recycling crisis with waste plastic filling the ocean, being left carelessly on land and blown or washed into sea. If we can create a product that is attractive, functional and durable, while cleaning up after the side effects of our collective consumerism, it's a win-win.'*

A new innovative business model motivates fishermen across the

world to dispose of their discarded fishing nets to the only recycling plant for fishing nets in the world located in Denmark. Mater searched for a design that could fit this pioneering sustainable production method and partnered with Dennie Ditzel. Together they searched the archives for a design that could work using ocean plastic waste. The result was the Ocean Collection.

The Ocean Collection is designed for disassembly, meaning that the design allows each component in its purest form to be recycled into new production circles when it comes to the end of its useful life.



JOERGEN & NANNA DITZEL

Originally produced by Kolds Savværk until the late 1950s, the chair and two tables were first designed for the Ditzels' personal use. The original design from 1955 was steelframed and timber veneer pieces. The reissues have been scaled up by five per cent to accommodate modern proportions, but otherwise their form remains identical. The series' simple shapes and lightness epitomise the Ditzels' design sensibility, which was at once precise, practical and playful.

The Ocean Collection is characterised by its light structure with repeated slats and metal frames, made and tested for outdoor use. The collection represents sustainable and innovative thinking, helping in reducing plastic waste thus contributing to achieving "Life Below Water", 'Responsible Consumption and Production' and 'Partnership for the Goals' and honours the United Nations Global Goals of sustainable development, pushing the design industry towards a greener agenda.

# High Stool Anniversary Collection

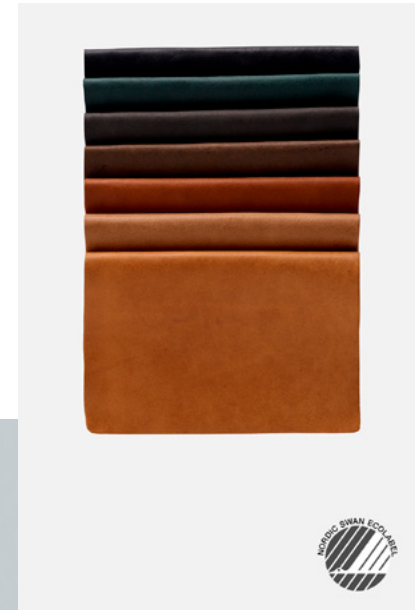
BY SPACE COPENHAGEN



High Stool / Low Stool  
Dark Stained Oak (FSC)  
Dunes Cognac — Dunes Rust



Dunes Leather by Sørensøn  
The leathers selected for the Anniversary Collection are harmonised by a muted colour scheme of earthy tones from the Dunes range of Sørensøn Leather.







## Mater High Stool is now unveiled in an Anniversary Collection celebrating the 10 year anniversary of the iconic design piece.

The High Stool was originally launched to market in 2009 and is regarded as a new Danish Design classic with its clear sculptural and sensual qualities and its timeless feel. This April, to coincide with its 10-year Anniversary, we are presenting the High Stool Anniversary Collection, showcasing the piece with a new range of leather seats from Sorensen Leather. The leathers selected for the Anniversary Collection are harmonised by a muted colour scheme of earthy tones from the Dunes range of Sorensen Leather. The Dunes Collection is the only leather

labelled with the Nordic Swan Eco-label chrome-free leather. A highly-respected certification verifying that it meets the rigorous requirements regarding the environment, use of energy and resources.

The sustainably sourced solid wood and new choice of Ecolabelled leather seat honour Mater's commitment to the environment for a better planet by supporting the UN Sustainable Development Goals of 'Life on Land', 'Responsible Consumption and Production' and 'Partnership for the Goals'.



**Low Stool**  
Black Stained Beech (FSC)  
Dunes Grey



**High Stool**  
Soaped Oak (FSC)  
Dunes Camel



**High Stool**  
Sirka Grey Stained Oak (FSC)  
Dunes Brown

# Milan News

ALSO SHOWCASING IN MILAN



**TERHO BLACK**  
— NEW BLACK STAIN —  
by Maija Puoskari



**NESTOR CHAIR 2.0**  
— WITH OUT ARMRESTS —  
by Tom Stepp



**FIREFLY**  
— LED LIGHTING —  
by José de la O



**HIGH STOOL**  
— NEW BEECH WOOD STAIN —  
by Space Copenhagen



**NOVA CHAIR**  
— UPCYCLED 3D WASTE VENEER —  
by Arde

**NORI GREEN BOWL TABLE**  
— NEW BRUSHED BRASS LEGS —  
by Ayush Kasliwal



# Mater Novelties

OTHER NEWS INTRODUCING IN 2019



**MOLLIS SOFA**  
by ByKato



**LIUKU BLACK**  
by Maija Puoskari

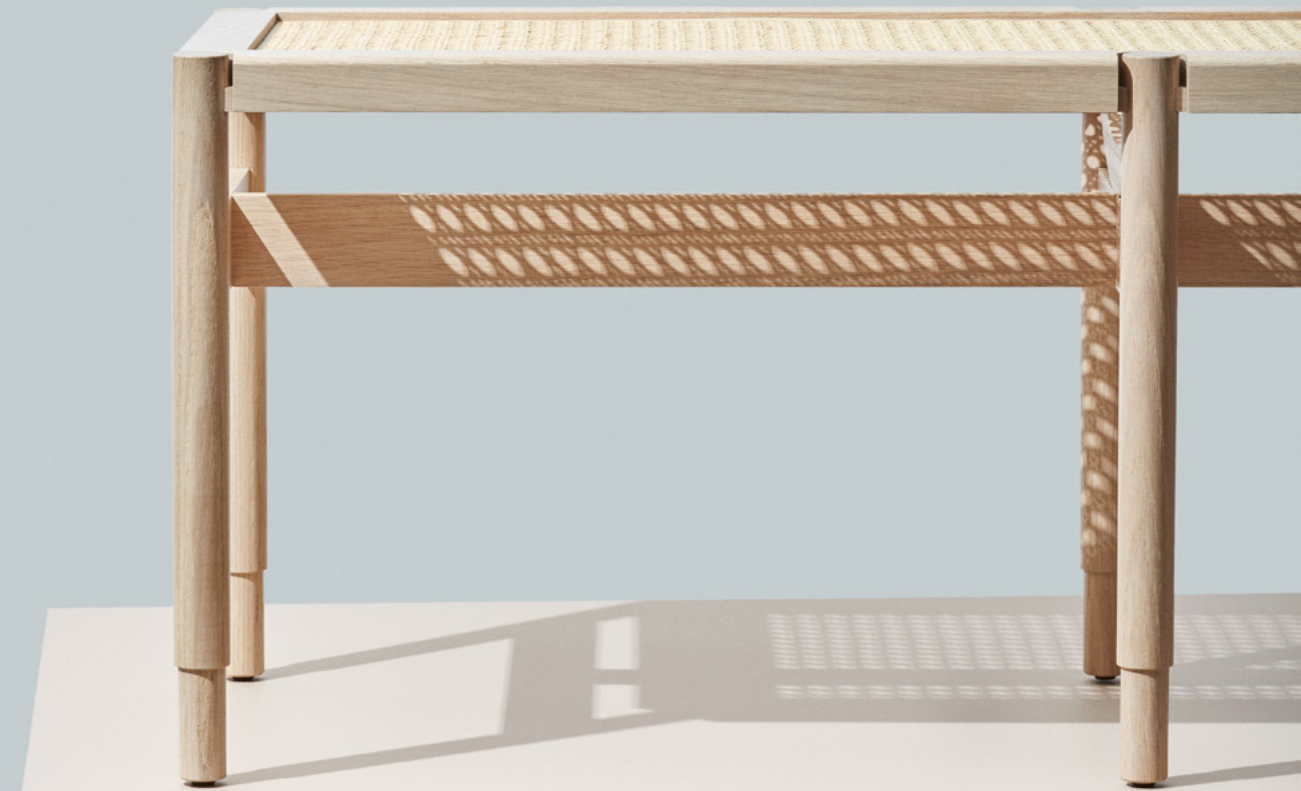


**WINE 24**  
by Simon Astridge



**ORGANIC SERVING SERIES**  
by Amanda Walther

**WINSTON BENCH**  
by Eva Harlou



# About Mater

Considering the planet,  
its resources and its people.

Mater was founded with the ambition, to change the way people think of furniture. By inspiring consumers' behavior, and engaging people into sustainable thinking, we strive to reduce our footprint on the planet, without making any compromises with regard to the design and quality of our furniture.

Our journey took off in Copenhagen in 2006, with a vision to create a visionary design brand. After having searched for more sustainable ways, to create furniture in all corners of the world, we now work with a range of production partners, with the same ambition as Mater creating partnerships for change — committed always to

search for new and better ways of making beautiful design in a responsible way. Spanning from using FSC certified wood and reusing wood waste to upcycled aluminium and ocean plastics waste. We align our sustainable mission with United Nations Global Goals for Sustainable Development — a framework agreed by 193 nations, organized in 17 Sustainable Development Goals to improve our planets and living conditions towards 2030.

We commission talented and established designers, creating timeless designs, that are manufactured with respect for people, craftsmanship and materials used. Designs that will stand the test of

time changing focus from WHAT we launch to WHY we launch it. We believe that beautiful designs can motivate a global audience, to support responsible consumption and production, preserving life on land and below water to take climate action. This is what justifies setting new products into production and defines WHY we are on the market.

Our mission is clear, we want to change the perception of what good design is — creating a meaningful future and keep pushing the boundaries of sustainability and aesthetics — caring for Mother Earth and our next generations.

# See you in Milan!



## MORE INFORMATION

**For high res imagery:**  
press@materdesign.com

**International PR:**  
jennifer@tomorrowpr.co.uk

**Sales:**  
sales@materdesign.com

## SOCIAL MEDIA

**Instagram:**  
@materdesign

**Facebook:**  
facebook.com/materdesign

**DOWNLOAD PRESS KIT HERE**



**Considering  
the planet,  
its resources  
and its people.**