



DUX



DUX FURNITURE

STORIES

DUX



OUR JOURNEY

It's now almost a century since Efraim Ljung cut open a hotel mattress in Chicago because he wanted to know what made it so comfortable. That moment marks the start of our story, when DUX embarked upon its journey as a manufacturer of world-class beds and furnishings. If we had to explain our success, we'd say it has something to do with our constant desire for improvement, as well as the way in which our heritage and innovation go hand in hand. We're never satisfied!

As a fourth-generation family-run company, we also have the advantage of being able to move quickly from concept to action. This is one of the reasons why leading designers want to work with us. In the 1960s, Bruno Mathsson created some beloved classics for DUX. The *Jetson*, *Pernilla* and *Karin* chairs are timeless favourites in Swedish homes.

Today we're working in partnership with a new generation of outstanding contemporary stars. Take a look at the Claesson Koivisto Rune Collection on page 22. We've also allowed Norm Architects of Denmark to delve into our rich archive.

Starting with the 1950s icon *Domus*, they've designed two reworked chairs and a completely new stool and side table.

As we continuing our journey with one foot in the past and the other in the future, we know great-grandfather Efraim would be proud.

*Pernilla DUX armchair.
Vienna DUX tables.*



FOR US, SUSTAINABILITY
IS NUMBER ONE. WE DEMAND
INSIGHT AND TRANSPARENCY
ALL THE WAY.



*Karin 73 DUX armchair.
Drum DUX side table.*

FLASHBACK

BRUNO MATHSSON – AN ICON

With his exceptional designs and a focus on comfort and quality, Bruno Mathsson created furniture classics that are enjoyed by generations.

TEXT: ANNA BORG PHOTO: MARCUS LAWETT



Karin, Pernilla 69 and Jetson armchairs.



Bruno Mathsson

IT'S HARD TO IMAGINE where Swedish design would be today without architect and designer Bruno Mathsson.

Considered by many to be one of the greatest furniture designers of the 20th century, Mathsson helped usher in Swedish Modern style and influenced generations of designers with his emphasis on comfort and quality.

Born in the town of Värnamo in 1907, it was clear early in his life that he was going to follow his own destiny. He was a keep-fit enthusiast and winter bather who spent much of the year sleeping outdoors in a specially constructed bed. To cope with the cold he wore a flying hat that he lined with balloon silk.

His love of nature directly informed his designs. He liked to use natural materials including linen, leather and wood. You won't find many right angles in Mathsson's designs. Instead, his organic creations were carefully shaped to fit the human body. To produce the perfect curve for a chair, for instance, he sat in a snowdrift and studied the shape left by his body. The interaction between his furnishings and the people who use them remained important throughout his career.

Mathsson and Eric Ljung of DUX met in the 1950s and became friends. Mathsson and DUX embarked upon a close creative partnership in the 1960s and 1970s. Mathsson devoted a lot of his time to research and development. He called it "the mechanism of sitting." This resulted in furniture created with an uncompromising dedication to form and function.

At DUX we've had the honour of producing our *Jetson*, *Pernilla*, *Karin*, *Ingrid* and *Eva* chairs since 1969. Today they are known throughout the world for their exceptional elegance and comfort.

"Furnishings have to be produced with such skill that sitting in them involves no skill at all," declared Bruno Mathsson. Adhering to this statement resulted in a range of iconic furnishings that will be loved for generations. ♦



Pernilla 69 armchair.

MILESTONES

1907

Bruno Mathsson is born in Värnamo.

1930

Mathsson presents a baroque chair at an exhibition in Värnamo and is awarded a grant. He spends the money travelling to Stockholm where he gathers inspiration.

1937

Mathsson makes his international debut in the Swedish pavilion at the Paris Expo. The term *Swedish Modern* is coined.

1944

Mathsson designs the *Pernilla* chair, named after journalist Pernilla Tunberger.

1948–49

Mathsson and his wife Karin travel to the US where they meet the Charles and Ray Eames, Hans and Florence Knoll, Marcel Breuer and Frank Lloyd Wright.

1966

The *Jetson* chair is produced, a unique design with a suspended seat.

1969

The *Karin* chair is launched and is an immediate success.

1984

The Bruno Mathsson Award is established.



Karin armchair.

JETSON

DESIGN BRUNO MATHSSON 1969

Jetson is an icon of Swedish furniture design. Bruno Mathsson spent three years working on this futuristic armchair, which takes its name from an American TV series. The result was unveiled at an exhibition at Nordiska Galleriet in Stockholm in 1969 and was a resounding success. *Jetson* is a milestone in Bruno Mathsson's production programme and it has had many imitators. A hollowed seat and high, ergonomically designed back with headrest. The frame has an exclusive memory function, allowing the chair to rotate back to its original position.

Chrome-plated frame. Fabric or leather upholstery. W 65 x D 83 x H 97 cm.



INGRID LOW

DESIGN BRUNO MATHSSON 1969

Ingrid is *Karin*'s sister in wood. A comfortable armchair in a functional design with button-tufted stuffed cushions and a frame of glue-laminated natural beech. Choose from a high or low back, and why not add a footstool?

Fabric or leather upholstery. W 75 x D 82 x H 76 cm.



KARIN

DESIGN BRUNO MATHSSON 1969

This classic, elegant armchair was designed by Bruno Mathsson in 1969 and is the first piece of furniture in a successful partnership that lasted several decades. Attractive cushions rest on a chrome-plated frame with a supporting web. The *Karin* range also features a footstool and a table.

Fabric or leather upholstery. W 75 x D 82 x H 80 cm.



KARIN 73

DESIGN BRUNO MATHSSON 1973

Four years after the first *Karin* armchair was launched, a new model arrived called *Karin 73*. Having been out of production for more than 20 years, *Karin 73* was successfully relaunched in the DUX Design Revival in 2012. In contrast to an ordinary *Karin* armchair, which has buttons in the back and seat, *Karin 73* has a deep-tufted cushion.

Casters or glides. Fabric or leather upholstery. W 75 x D 82 x H 80 cm.



BEHIND THE SCENES

THE HEART OF DUX

We go behind the scenes at DUX furniture factory in northern Skåne where quality and innovation are included in all steps.

TEXT: MÄRTEN NILÉHN PHOTO: MARCUS LAWETT

A dot on the map – but still a universe.
The factory in Sösdala is where DUX
does all of its development work.



SMALL TOWNS ARE OFTEN referred to as dots on the map. Sösdala in southern Sweden is barely that. On Wikipedia it merits just one sentence: “Sösdala is a locality situated in Hässleholm Municipality, Skåne County, Sweden with 1,811 inhabitants in 2010.”

However, what is not mentioned is that Sösdala is also home to an amazing factory.

Although DUX has a presence in more than 40 countries and is famed for fantastic beds in remarkable hotels – from the Burj Al Arab in Dubai to the Hotel D’Angleterre in Copenhagen and The Setai in Miami – the company’s heart and history will always belong to Sösdala. This is where you will find the Ljung siblings, the family who run DUX. A visit to the DUX factory in Sösdala is like climbing straight into the history of Swedish design. Much-loved classics, many of them designed by Bruno Mathsson, can be seen all over the factory. There’s the *Karin* chair, the *Ingrid*, the *Eva* and, of course, the *Jetson*, the space-inspired swivel chair created in the 1960s when the world was obsessed with going to the moon. The *Jetson* still feels totally modern and has beaten sales records for six consecutive years. Eric Ljung, the grandfather of the siblings who run the company today, got to know



IT IS HOME TO THE
"SÖSDALA SPIRIT"
THAT INSPIRES DUX.



Bruno Mathsson in the 1950s. Their friendship led to DUX manufacturing his designs. All of Mathsson's sketches are kept in a room at the factory.

Grandfather Eric was the man who found the factory when it was up for sale in the 1940s. Today the plant has been converted into a boutique factory but the family's emphasis on craftsmanship and the production of limited editions remains. This approach reflects the core values of DUX and is part of the reason why the company has seen such success over recent years. DUX is uncompromising when it comes to craftsmanship and using the very best materials, with an emphasis on sustainability and the environment. Sösdala serves as an experimental workshop, product development take place here, and it is visited by major customers. Perhaps most importantly, it is home to the "Sösdala spirit" that inspires DUX.

The factory also holds one of DUX's best kept secrets, the thing that actually led to the company coming into being. In 1926, Efraim Ljung (great-grandfather of the siblings) travelled to the US, where he experienced the best night's sleep he'd ever had at the Fairfax Hotel in Chicago. Curious as to why this was, he cut the mattress open in the morning and found an ingenious system of steel springs that were woven into a mat. He decided to take the idea back to Sweden and develop it. The unique DUX coil spring is now used in both the company's furniture and its beds. But as to how it is actually manufactured... as the siblings put it: "It's as much a secret as the Coca-Cola recipe." ♦



DUX HAS BEEN RANKED AS ONE OF
SWEDEN'S 100 BEST-KNOWN BRANDS.
DUX WAS IN 17TH PLACE.

Alberto DUX coffee table.
Superspider DUX armchair.



Pernilla DUX armchair.



Vienna DUX tables.

SPIDER CHAIR
DUX DESIGN TEAM 1982

With its six oblong cushions and spider-like legs, the *Spider Chair* from 1982 is already a modern classic. The *Spider Chair* was reintroduced as part of the DUX Design Revival in 2012. With the same unique design but a greater level of comfort than the earlier version, this armchair is now fitted with the DUX Pascal system in the cushions, providing optimal seating comfort.

Fabric or leather upholstery. W 72 x D 85 x H 77.5 cm.



SUPERSPIDER
DUX DESIGN TEAM 1987

This lounge chair is ideal for relaxing in. *Superspider* was launched in 1987 and two years later it was awarded an award for superior design at the furniture fair in Cologne. Leg frame in chrome-plated steel.

Fabric, leather or sheepskin upholstery. W 75 x D 149 x H 86 cm.



PERNILLA 69
DESIGN BRUNO MATHSSON 1969

The classic, comfortable *Pernilla 69* has a beech frame with supporting web. Cushions with polyether and fiberfill. A matching footstool is also available for the *Pernilla 69*.

Fabric or leather upholstery. Armchair W 85 x D 90 x H 99 cm.
Footstool W 62 x D 73 x H 42 cm.



SAM
SAM LARSSON 1974

The Sam dining chair reappeared in 2015 as part of the DUX Design Revival and will enhance your dining experience. A chrome frame and deep-tufted seat section with foam and a buckle at the back.

W 48 x D 56 x H 77 cm.



INTER
DUX DESIGN TEAM

A round table makes conversation easy. Inter table comes in three sizes.

Inter cafe table Ø 110 cm, H 70 cm.
Inter dining table 100 x 180 cm.
Inter divisible dining table 100 x 150 cm.
Extra leaf is available as an option.



Lunaria tables.

CLAESSON KOIVISTO RUNE

ACES OF DESIGN

In 2017 the Claesson Koivisto Rune Collection was launched, designed by the brilliant trio of Swedish designers. The influences are international, the design language elegant, and the furniture blends well with Bruno Mathsson's Dux icons.

TEXT: PONTUS DAHLMAN PHOTO: MARCUS LAWETT, ERIK LEFVANDER AND FERNANDO GUERRA



Ola Rune in the Anita armchair, a classic Scandinavian Windsor that has been merged with an Italian design. Profile photo of Eero Koivisto on the left.

Armchair Anita and sofa Alicia.



Lunaria tables.





DUX IS PERHAPS
THE GREATEST
FURNITURE BRAND
THAT SWEDEN HAS.

MÅRTEN CLAESSION

MÅRTEN CLAESSION, EERO KOIVISTO AND OLA RUNE became friends almost 30 years ago when they met at Konstfack, the University of Arts, Crafts and Design in Stockholm. In 1995 they opened an architectural office. Today, Claesson Koivisto Rune is a world-famous architecture and design studio.

Recent Claesson Koivisto Rune projects include redesigning a bank building to create a boutique hotel in Tokyo, refurbishing the magnificent Grand Hotel Terminus in Bergen, Norway, and designing a range of exclusive wooden furnishings that are manufactured by hand in Japan.

The designers made their debut for DUX in 2017 with the Claesson Koivisto Rune Collection. Inspired by international influences, their elegant designs sit beautifully alongside Bruno Mathsson's DUX icons which are some of the most classic Swedish furnishings of the 20th century.

"It's flattering to be in such incredible company, and what's more we ourselves were awarded the Bruno Mathsson Prize for 2015," says Ola Rune.

This collection includes the *Anita* armchair, which is described as "Nordic insofar as it's made of wood."

"Because the frame is ribbed, in one way it's an armchair in the form of a wooden chair. So it doesn't draw so much volume out of the room, and the semicircular shape makes it easy to position," says Mårten Claesson.

"Moreover, it's a bit wider and a bit lower than other armchairs. Not so much narrow and tall, but more horizontal," continues Eero Koivisto. The seat cushions contain the famous DUX coil springs to ensure comfort.

The *Lunaria* table is made from wax-oiled ash with an irregular surface that is reminiscent of the moon. It works really well with the wooden *Anita* chair.

The elegant, luxuriously relaxing *Alicia* sofa is made of parts that can be combined in a number of ways. The base is made with the unique DUX coil spring system.

"This technology has allowed us to create a sofa that's more comfortable than any other sofa anywhere in the world, and that's pretty cool! You don't 'sit on it' like you would a regular furnishing with stuffing. This always springs back."

"It's really a form of sculpture," says Mårten Claesson.

Claesson Koivisto Rune has won many prizes and awards over the last decade. Besides the prestigious Bruno Mathsson Prize, the studio has named Elle Decoration's *Designer of the Year* (2011), *Furniture of the Year* (2012) and *Bedroom Product of the Year* (2018), and been named *Designer of the Year* and *Best Seating* (2014) by Elle Decor Italia. It is the first studio to be awarded the internationally respected Red Dot Design Award in no fewer than five categories, including architecture. ♦



WE USE STRONG, DURABLE
NATURAL MATERIALS –
FOR THE BENEFIT OF BOTH
THE ENVIRONMENT AND
YOUR FURNITURE.

RITZY

DUX DESIGN TEAM 2001

An elegant three-seater sofa for both home and office. The beautifully designed back encourages a position with the back of the sofa facing the room. DUX Pascal springs in the seat provide optimal seating comfort. Stainless steel legs.

Fabric or leather upholstery. W 210 x D 80 x H 85 cm.



WIND
DUX DESIGN TEAM 2005

A stylish three-seater sofa with exciting details that give it a distinctive character. Seat cushions with DUX springs provide optimal seating comfort. Stainless steel legs.

Fabric or leather upholstery. W 237 x D 85 x H 76 cm.



FREDRIK
DUX DESIGN TEAM 1986

Fredrik is a classic DUX sofa (three-seater) that complements any room. Removable fabric or leather covers. Stainless steel legs.

Fabric or leather upholstery. W 203 x D 86 x H 77 cm.



JOHAN
DUX DESIGN TEAM 1986

A stylish classic three-seater sofa with DUX springs in the seat for optimal comfort. Removable covers. Stainless steel legs.

Fabric or leather upholstery. W 207 x D 86 x H 79 cm.



DRUM
DESIGN YNGVAR SANDSTRÖM

This neat, stylish table lay long forgotten in an old warehouse, but we have now relaunched this 70s classic.

Chrome frame. Tempered glass. Ø 50 cm. H 50 cm.



Domus Wood armchair.



NORM ARCHITECTS

DEEP DIVING

When Norm Architects of Denmark was invited to browse the DUX archive, the studio fell for the *Domus* armchairs. It was the starting point for a new collection and exhibition.

TEXT: MARI JANSON PHOTO: ERIK LEFVANDER AND MONICA STEFFENSEN



Domus Table and Domus Steel armchair.

Domus Steel armchair.



Domus Wood armchair and footstool.



Norm Architects



IT'S A REAL PRIVILEGE
TO BE ABLE TO DELVE
INTO THE HISTORY OF A
BRAND LIKE DUX AND
INVESTIGATE THEIR
CLASSICS

KATRINE GOLDSTEIN,
NORM ARCHITECTS

IN 2020 THE DANISH DESIGN and architecture agency Norm Architects breathed new life into the iconic *Domus* chair during Stockholm Design Week. Two chairs were reimagined, and they have been joined by a new stool and a side table.

Norm Architects was founded in Copenhagen in 2008 by Jonas Bjerre-Poulsen and Kasper Rønn. Since then, the company has become one of Denmark's hottest studios, known for architecture, interiors and industrial design based on simplicity, quality, sustainability and timelessness.

When DUX invited Norm to search through our archive to find inspiration for a new collection, the studio focused on the *Domus* chairs. These chairs, one made of wood and another of steel, were originally designed by Alf Svensson for H55, the International Helsinki exhibition of 1955.

"It's a real privilege to be able to delve into the history of a brand like DUX and investigate their classics," says Katrine Goldstein, CEO of Norm Architects. "They're almost a national treasure in Sweden. And, of course, helping to define the future is brilliant as well!"

DUX asked Norm to choose a collection of classics that would look great in modern interiors, both private and commercial. "We decided to go for *Domus* because we wanted to choose something that suited Norm," says Jonas Bjerre-Poulsen, founder and creative manager.

"These chairs have elegant aesthetic details that work with the existing DUX collection and offer the best comfort. They're easy to position in absolutely any bedroom or living room."

Norm has preserved and developed the design. They've added wicker seats, adjusted dimensions, and changed the materials used. They've also designed a table and a stool made of solid wax-oiled oak to perfectly match the chairs. Even the minimalist *Anna* headboard made of oak and textile is newly designed.

"The starting point for both *Anna* and *Domus* is the bedroom, which is now a place where people seek out peace and quiet and comfort. A place that has the advantage of being more than just a room where people go to sleep. Many people want something in their homes that's reminiscent of staying at a hotel, not least when it comes to bedrooms and bathrooms. That's why our objective is to create furniture that's stylish and classic, but also so beautiful that people want it in their bedrooms," says Katrine Goldstein.

The collection made its debut during Stockholm Design Week in February 2020, housed in the *Sculptor's Residence*, a curated apartment space in the centre of the city. It was attended by both invited guests and the general public. It was the co-creation of Norm Architects for DUX and Danish design brand Menu. Of all the events happening that week it probably attracted the most attention.

"It was an incredibly positive experience. Stockholm Design Week shows you just how many brands are vying for attention," says Goldstein. "DUX was brave to work with Menu, and the two companies saw how they could each benefit from collaborating, instead of having separate stands at the fair. *The Sculptor's Residence* was everything we dreamed of. It was an experience to visit it during the day and in the evening it was reminiscent of a private party. ♦

Domus Steel armchair.





DUX DESIGN
IS CHARACTERISED
BY PURE, SIMPLE AND
CONTEMPORARY FORMS.

*Karin DUX coffee table.
Jetson DUX armchair.*



Thank you Galleri Christian Larsen for the loan of Cooper & Gorfer pictures.



Spider Chair DUX armchair.

KARIN
DESIGN BRUNO MATHSSON 1969

Bruno Mathsson designed this table in conjunction with his classic *Karin* range of armchairs. The idiom of the range is clearly reflected and the tabletop is made from exclusive Carrara marble.

Chrome frame and Carrara marble top. Table W 65 x D 65 x H 33 cm.



VIENNA
NILS ROTH

These elegant beech side tables are available in two sizes and work equally well as single units or a group. Elegant simplicity!

Ø 60 cm and Ø 90 cm.



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PRONTO & PRONTO XL
DUX DESIGN TEAM 1980

After taking a break from the collection for a couple of years, the *Pronto* and the slightly larger *Pronto XL* are back. The design has been adapted to today's idiom with a base of white or black marble.

Chrome frame and top made of smoke-coloured, tempered glass. Ø 50 cm or Ø 70 cm.



ALBERTO
DUX DESIGN TEAM 1980

This classic design from DUX is now back in our collection. This table featured in the 1980 edition of the 'Bra Bohag' catalogue, but the design and materials have now been given a contemporary update. Both the tabletop and the base are made of clear, tempered glass. The table is part of the DUX Design Revival 2014.

Chrome or black frame. Tempered glass. W 60/100 x D 60 x H 40 cm.

