

Press Release

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**Svenskt Tenn adds Josef Frank flowers to wallpaper range**

**In connection with this year’s Summer exhibition, entitled “Bord Duka Dig” (Table Be Set), Svenskt Tenn presents three additions to its wallpaper range: Josef Frank’s “Stjärnmattan” – “Star Canvas” – print together with the classic “Eldblomman” and “Elefanter” prints which come in new colors.**

The wallpapers are manufactured using traditional collagraphy by Sandberg Wallpaper in Ulricehamn, Sweden, where each machine setting is done manually by experienced printmakers.

”You can easily get a feel for the collagraphy craftsmanship by touching the wallpaper with the palm of your hand, as the textured print rises slightly from the material. This technique gives the wallpaper a lively character, bringing us close to Josef Frank’s original idea,” says Thommy Bindefeld, Marketing Director at Svenskt Tenn.

Josef Frank theorized that colors and patterns can ease the sense of confinement and therefore advocated using wallpaper when decorating small spaces. Today, however, his blossoming wallpaper patterns are just as often used in kitchens, bedrooms and lounges as well.

The ”Stjärnmattan” with flower bines in greyish green color combined with Anemones and Violets in blue and grey tones, is now introduced together with Josef Frank’s “Eldblomman” wallpaper in grey and Estrid Ericson’s classic “Elefant” on a green background. Prices start at SEK 800 per roll.

The “'Table Be Set” exhibition is open from June 9 through August 6. It will be followed by an exhibition featuring four interiors created by Svenskt Tenn’s interior design studio.

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Images can be downloaded from [svenskttennpress.se](http://www.svenskttennpress.se). Username: *Press*. Password: *Tenn*

Svenskt Tenn is an interior design company with retail stores at Strandvägen in Stockholm and online. Since 1975, Svenskt Tenn is owned by the Kjell and Märta Beijer Foundation, which provides research grants within ecology, medicine and the preservation of Swedish interior design tradition.