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Gärsnäs previews the Viva chair by David Regestam in Milan**

**In conjunction with Salone del Mobile in Milan 9‒14 April 2019, Gärsnäs previews the new Viva chair designed by David Regestam. Viva is presented along with other designs from Gärsnäs in the exhibition *HEMMA gone wild* where a number of Swedish furniture producers have chosen to show their products in a group exhibition for the second year in a row.**

Viva aims to be the designer chair that’s just as cosy as an easy chair. Great care has been taken to achieve maximal sitting comfort, while keeping the proportions slender. The concept makes it ideal, either at a dining table or around a conference table or as a solitaire reading chair or in groups in snug lounge environments.

“I have longed for a chair of this type in the market. With Viva, I wanted to make a chair that focused on comfort and durability, packaged in a beautiful and timeless design. The aim was to create a chair you will cherish for a long time to come,” says David Regestam, designer and interior architect at Wingårdhs, who has also designed the Tak and Kolonn series of tables for Gärsnäs.

Viva is produced in the factory at Österlen using materials sourced from suppliers close to home. The chair is made exclusively of environmentally sustainable materials with a stand of wood and seat of recycled blanket material. The upholstery comes in leather or fabric and the construction makes Viva easy to renovate and reupholster, which further extends its lifespan. The wooden stand and seat frame are separate components, to ensure environmentally friendly logistics.

**HEMMA gone wild**

The exhibition *HEMMA gone wild* also features other Gärsnäs designs: Petite, Madonna, Hedda and Dandy, along with the Ateljé dining table. Address: Via Solferino 15, Brera, Milan. Open every day, 9‒14 April between 9:30–19:00.
For more information about the exhibition, visit: https://nordicdesigntrace.com/press/

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Gärsnäs was founded in 1893 with the aim of making durable, quality wooden furniture. Over the years, our hallmark has been to push the limits of what is possible with the material. Guided by our keywords, “sustainability” and “craftsmanship”, Gärsnäs collaborates with many of Sweden’s foremost designers. Together we create furniture that challenges the present and lives on for generations. Our furniture is manufactured in the factory in Österlen and is on display at our showroom in Stockholm. The company is run by Anna and Dag Klockby along with Åke Axelsson.