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**Olby Design at the Milan Furniture Fair 9-14 April**

**Olby Design is proud to announce participation at the 2013 Milan Furniture Fair, 9-14 April – *Salone Internazionale del Mobile* – by many said to be the most important event for the design and furniture industry. Olby will be part of the Swedish Design Pavilion "Swedish Design goes Milan" at Superstudio Piu, annually attracting more than 100 000 visitors from around the world, and will exhibit a selection of current and past furniture productions. The latest addition is the *Sapphire* cabinet for Olby Design by Swedish designer *Markus Johansson*. Also on display from *Olby Design Classic collection*: *Ming* sideboard, *Opus* coffee table, *Lilla Li* stool, *Ladan* bench, *England* chair, *Step up* ladder and *Stena Line* sideboard.**

Olby Design was founded over 30 years ago, in 1980, by sisters Kerstin and Tina Olby. Since then we have created a large collection of contemporary furniture, all produced in our factory in the west of Sweden. Our inspiration is found in the classic Nordic furniture tradition, but also in American Shaker, the Arts and Crafts movement, as well as 17th century Asian cabinet making.

At the Milan Furniture Fair we will showcase select furniture from our more than 30 years of production; from classic *Stena Line* sideboard to brand new *Sapphire* cabinet.

- We are very excited to be a part of the exhibition "Swedish Design Goes Milan". We have a strong heritage and an exciting future to look forward to says Kalle Olby at Olby Design.

Olby Design is currently going through a generational shift and has, as part of that, started collaborations with selected designers. Markus Johansson is the designer behind the Sapphire cabinet, showcased at the Milan Furniture Fair. His design is all about transmitting a feeling that will affect and enhance people’s lives. This idea corresponds well with Olby Design’s philosophy: creating furniture for a simplified and more beautiful everyday life for the modern human being.

Our aim has always been for our products to last a lifetime and beyond. High demands are therefore made on materials, construction and finishing. Genuine materials like wool, iron, wood and stone are all cherished and celebrated. Thus, ourlimestone is sourced from nearby Kinnekulle, and consists of five layers of rock nestled in the bedrock. From this very rock, we can trace the history of our planet millions of years back.

The whole chain of production is executed by hand in our factory in western Sweden (Skövde, Västergötland), and our artisans sign each piece of furniture as a guarantee of pride and love for craftsmanship.

Our furniture has been selected to represent Swedish design at Swedish Embassies around the world as well as the Prime Minister’s residence in Stockholm. We have also recently designed chairs for the Swedish restaurant Frantzén/Lindeberg, with its two Guide Michelin Stars.

Welcome to visit Olby Design at The Swedish Pavillion at Superstudio Piú, Via Tortona 27, Milan.

For more information please visit <http://swedishdesigngoesmilan.com/>

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