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EXCLUSIVE AND INCLUSIVE NEWS  
FOR ALL VISITORS AT  
STOCKHOLM FURNITURE FAIR 2018

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# NC NEWS

6th - 10th of February 2018

*A newspaper that tells the past and future of one of Scandinavia's leading furniture company focusing on design and sustainability!*



**VOTE & WIN!**  
Win a  
design classic  
at page 4

**VISIT OUR STAND DURING DESIGN WEEK**

A31:20

**OR COME TO SOME OF OUR SHOWROOMS ANYTIME**

**NC HQ** Ydrevägen 23, Tranås

**STOCKHOLM DESIGN STOP** Nackagatan 6, Stockholm

**BRAND DESIGN CENTER** Sofierogatan 3G, Göteborg

**SKØYEN DESIGN CENTER** Drammensveien 130C, Oslo





Malin Hansson, Marketing manager at NC



Historical picture from the beginning, when the factory was established in Valdemarsvik and was called NC-Möbler

## A DEAR CHILD HAS MANY NAMES

### – but we are fine with just being called NC

Our brand has gone by many names for a long time. Nyman & Carlsson, NC-Möbler, Nordic Care, NC Nordic Care, NC Nordic and often only NC. The name confusion has meant that many of our customers, partners and sometimes also ourselves have been unsure of what we really are called. Our formal company name is NC Nordic Care AB. But now we have made a decision. As of January 1, 2018, the brand is called NC. Neither more, nor less.

However, our tagline INCLUSIVE DESIGN remains in place. It is our guiding principle in everything we do and has worked very well for our business. In 2017, for example, we increased our turnover by as much as 27%, proving that our concept of inclusive design for all types of public spaces and environments is very successful.

#### Experience our stand!

Excited by the furniture fair, we have developed an entirely new stand where the idea

is to create a great wow feeling as well as to increase the knowledge about our breadth. In the stand, we have linked different products to create cozy and inviting spaces that provide an inclusive atmosphere for all types of people. The goal is also to show that we are one of the leading brands in terms of function, design and durability. In addition, we seize the opportunity to communicate that NC is one of the best suppliers regarding Möbelfakta and FSC-certified products.

In conjunction with the furniture fair, we also launch a new website with modern features and a design that complies with the brand's high ambitions. Our goal is of course to continue to develop as a brand and become an even stronger partner in 2018.

Very welcome to NC and stand A31: 20!

## SUBSTAINABILITY

### - the past year

It has been an eventful year for NC regarding sustainability.

#### The Better Effect Index

Together with the Kinnarps Group, NC has launched the sustainability rating The Better Effect Index. It was created to provide a simple answer to a complex question: How sustainable is a product?

Each furniture is evaluated in six areas and graded on a scale from 0 to 3. The launch took place at an architectural event in October that attracted lots of people. It is clear that sustainability is indeed an engaging topic.

#### The non-toxic furniture Du & Jag (You & I)

During 2017, NC has focused on developing a non-toxic furniture together with Jenny Fingal and Eva-Johanna Iestig. Each material selection has been carefully analyzed and the result is the Du & Jag (You & I) sofa that contains a minimum of hazardous chemicals.

The padding is made from natural latex and

coconut fiber. The recommended fabric is made of wool and labeled with the EU Eco label. In addition, all wood is solid to avoid harmful emissions and is labeled with FSC® 100%. Furthermore, glues and surface treatments are water-based. We hope that the Du & Jag sofa will be a trend changer, making people more aware of environment and health when choosing furniture.

#### Möbelfakta

NC has continued to supply furniture labeled with Möbelfakta and is the company with the most Möbelfakta-labeled furniture. 75 percent of the range is now labeled with Möbelfakta.

#### 110 tonnes of FSC wood in 2017

During the past year, NC sold furniture containing a total of 110 tonnes of FSC-certified wood, which equals approximately 72 percent of the total sales. FSC promotes socially beneficial and environmentally friendly forestry and contributes to biodiversity. NC is one of the few furniture manufacturers in Sweden selling FSC-labeled furniture.



Tomas Reibring, Environmental- and quality coordinator at NC



The picture is taken at the service center Linden in Örnköldsvik. The accommodation is furnished with furniture from NC such as HUMLAN, KNOP, YES, STURE and ALVA STRA. The activity room here has a wallpaper in the ceiling, so you get the feeling of being under the sky. The room is filled with many green plants that spikes up.

### INTERVIEW WITH JOHAN AND ROBERT ABOUT

## FUTURE CARE ENVIRONMENTS

Tomorrow's healthcare environments introduce completely new demands. For sure, future healthcare companies will not settle with yesterday's furniture. But what does the healthcare environment of the future look like? And what are NC's and its parent company Kinnarps' thoughts about this?

"We see major a potential for growth and development in the healthcare industry, both in Sweden and internationally," says Johan Franzén, assortment manager at NC. "The future healthcare environment places completely different demands on design and functionality. While new functional requirements will lead to new smart solutions, the design will increasingly harmonize with society's other public spaces."

NC's parent company Kinnarps has for many years been involved in the development of office environments. Now the company sees that the demand to develop also healthcare environments increases greatly. "The healthcare industry is in a

strong development phase," says Kinnarps' CEO Robert Petersson. "Our ambition is to provide a safe and stimulating environment that includes everybody involved, such as patients, healthcare providers and relatives. In the future, it will become increasingly important to design environments that facilitate and streamline work in order to save time and energy for healthcare professionals."

#### Inclusive design and broader spectrum

For several years, NC has been working with INCLUSIVE DESIGN, a product philosophy aimed at giving people with different needs, abilities and opportunities the possibility to be an integral and active part of society. Johan Franzén explains that NC, based on this philosophy and as one of the leading companies in the Nordic healthcare industry, sees the need to offer products in a broader spectrum.

"This means, for example, that we should

be able to offer products in different price ranges, and that it should be easy to understand what you get if you pay more. What distinguishes the standard chair from the exclusive? And what requirements are met by the respective product? We must also be able to explain how the optimal product choice can actually contribute to increased safety, time-saving routines, reduced risk of bodily wear and tear, higher well-being and, above all, giving the customer the most sustainable interior design over time. Both functionally and financially," he says.

#### Focus on the individual

According to Robert Petersson, there will be even more focus on the individual in the future. "To succeed, we need to focus on the individual's possibilities rather than limitations, as well as constantly develop and create functionality and ergonomics tailored to the needs of the patient. At the same time, it is important that we create a comfortable atmosphere for relatives based on empathy and respect," he says. "It is

of course a challenge for us to balance the above-mentioned demands and requirements, but here we are with 75 years' experience of being a manufacturer of healthcare environments, feeling confident that we can deliver."

Johan Franzén believes that NC's high ambitions are expressed in the fact that the company constantly identifies new demands in the healthcare environments, demands requiring a steadily higher level of customized products. "Right now, we are in the midst of several projects in close collaboration with users to identify development needs and to create future solutions from a user perspective," he says. "In all of this, we want to be a strong, driving force in the development process within our industry in order to be a leading manufacturer of future generations of healthcare interior solutions."

## NOW WE HAVE A NEW WEBSITE

Launching is now taking place at the fair!

[www.ncnordiccare.se](http://www.ncnordiccare.se)



# WIN A DESIGN CLASSIC

**Vote and win at our stand A31:20!**

Visit our stand and get a chance to win tomorrow's design classic. NC offers a wide range of wooden chairs designed by renowned designers. Several of these chairs will be in our stand where you can vote for the style you like the best. By voting, you will have the chance to win the chair that receives the most votes.



Name: \_\_\_\_\_  
 Mail: \_\_\_\_\_  
 Company: \_\_\_\_\_

My vote goes to:

Alva  
  Björn  
  Curt  
  Jackie  
  Knut  
  Kurbits  
  Manhattan  
  Rialto  
  Tilt  
  Yes



Ella Westlund is the designer of the modular sofa "BE A PART OF"

**YOU HAVE A CHANCE TO AFFECT!**

Give us your opinion about  
**"BE A PART OF"**

Your voice will be important for our desission. Tell us what you think during the week. Perhaps it'll be a "Mid season release"

## ELLA WESTLUND

Young designer focusing on inclusive **TOGETHERNESS**

After being awarded several scholarships from Beckmans College of Design, the newly graduated designer Ella Westlund has caught the interest of NC. Her degree project Be a part of, a humane and inclusive chair, is being launched at the Stockholm Furniture Fair as a Next Concept product.

"Be a part of is a sofa with a gap in the middle that allows children sitting in a wheelchair to be at the center and surrounded by their loved ones," says Ella. "My sister has Down's syndrome and through our upbringing I have learned a lot of things about her world. I now want to combine my world as a designer and her world to create furniture that facilitates her and her friends' lives. As I have worked for many years as a personal care assistant and camp leader for young people with functional variations, I have seen what different needs these children and their parents have."

**Children in wheelchairs can be at the center**  
 Ella explains that Be a part of was created for Korallen, a center for stimulating the

senses for children with functional variations. The center wanted to create a space for visiting parents where they could meet and see each other in the eyes while talking and spending time together.

"When I visited Korallen I saw that many of the children who came there were sitting in a wheelchair. One problem I have experienced during my years as a personal care assistant is that those sitting in a wheelchair always end up on the side and usually in the way of everything. I wanted to change that by combining a safe meeting place for parents with a good place for people sitting in a wheelchair. That the wheelchair user should be able to be part of the togetherness rather than ending up on the side of it."

The result is a groundbreaking sofa with a gap between the seats where a wheelchair easily can be wheeled in between. The seats also have backrests in two directions, so you can choose either to sit traditionally straight out from the sofa or toward the other seat.



The pic is taken during development of the sofa BE A PART OF. Foto av Emilia Bergmark - Jiménez

## NC goes BIM

We have taken the decision to develop BIM items for our product range in order to boost our appeal to architects and other partners.

More and more companies discover the possibilities with BIM (Building Information Modeling).

The BIM process enables virtual copies of our products to be integrated into various software such as SketchUp, Revit, ArchiCAD, Vectorworks and AutoCAD. These applications are free to download and use from our new website or from the BIMObject.com portal.

"The construction industry is at the forefront of BIM, and now when the furniture industry is moving in the same direction we want to be a part of this technology too," says Malin Hansson, Marketing Manager at NC.

"It will be a daunting task for us to process and integrate our entire range, so it will take quite some time until we are done. Technology is moving fast and it's not always easy to keep up, but our new website presents us with many opportunities. Among other things, we will be able to provide partners with more information and files in a lighter and more logical way than before. By joining bimobject.com, we will be accessible for everyone," concludes Malin.



**Eva Schildt** is educated at Beckmans College of Design and has since 2001 run her own design studio based in Stockholm. In addition to NC, Eva has collaborated with, among others, Design House Stockholm, IKEA, Svenskt Tenn, Nola, Klöng, Skandium in London and several Japanese companies. Eva's work is represented at the National Museum in Stockholm and at the Röhska Museum in Gothenburg and has been rewarded with several awards – including Utmärkt Svensk Form, Elle Deco Edida Design Awards, Wallpaper Design Award and Stora Formexpriset.



The Designer Eva Schildt



The Chair HUAN designed by Eva Schildt is new 2018 and it's the fourth member of the family. The other family members are an easy chair, and both 2- and 3 seat sofas.

## PETER ANDERSSON

Freelance 'in-house designer' interested in **CHAIRS**

**Peter Andersson** has worked as a designer for almost 20 years. Based in Stockholm, he now works as a freelance designer, but has previously worked as a teacher at Beckmans College of Design and as a lecturer in furniture design at Konstfack. Over the years, Peter has been praised for his design on several occasions. He has been awarded, for example, Forsnäspriset in 1995, Ung Svensk Form in 1998 and 1999, Sköna Hem's Jubileumsstipendium in 1999, Utmärkt Svensk Form in 2000, Arbetsstipendium Konstnärnämnden in 2001 and 2004, and Sköna Hem Årets Möbel in 2006. For NC, Peter has designed the furniture collections Rialto and Jackie; the Basker, Knut and Tilt chairs; the functional armchair John; the Kompis stool; as well as the Chikan table range together with Matti Klenell.

When designer Björn Dahlström was hired by NC as a creative director at the turn of the millennium, his main mission was to transform the company into a design-oriented brand. He then recruited several new designers, including Peter Andersson, who has since become NC's freelance "in-house" designer.

"I work closely with NC and have a great relationship with the company," says Peter Andersson. "During my 17 years with NC, the company has changed tremendously, from a family company in Valdemarsvik to a dynamic design brand in Tranås. The company has gained more muscle, which has led to a whole new way of developing and marketing products. It has been very exciting and educational to be part of this growth."

### Inclusive design

Peter often visits NC in Tranås to discuss the product range, market trends, etc. He has designed several of the company's successful furniture collections, such as the top seller Jackie, and has over the years gained extensive knowledge of furniture for public spaces and environments.

"My goal is to offer something that boosts and improves public spaces, especially healthcare and education environments," he says. "There is a lot to do, for example, in retirement homes for both patients and staff. In that kind of environment, dignity is an important word and approach to me when creating products. The furniture should not shout out that it is a furniture for sick people, but rather look cool even if it has special features. I am also working

## EVA SCHILDT

Eva has taken NC to a new level with **HUAN**

Designer Eva Schildt has collaborated with NC since 2014 and has among other things designed the HUAN furniture family, which has quickly become a huge success for NC. The family includes armchair, 3-seater sofa, 2-seater sofa and, as of this year, a chair as well – all styles featuring the typical rounded HUAN shapes.

"When I designed HUAN, I had a clear picture of waiting rooms. That the furniture should be able to fit in any environment," says Eva Schildt. "Most waiting rooms are already cluttered with many other items such as lamps, bookshelves, tables, etc. My first thought was therefore that the HUAN chair should be generic, like a pair of neutral jeans that fit in everywhere. But then I realized that it must be the other way around. That it would be the task of the chair to lift and boost the room. So then I decided to create a sculptural furniture with a strong expression, yet with a friendly, inviting appearance."

### Safe and expressive

Since its launch in 2016, HUAN has achieved great success within the public space sector and has become one of NC's top sellers. Eva Schildt believes that one of the reasons for the great success is that the furniture feels both inviting and safe while at the same time being expressive.

"I wanted the furniture to look soft and friendly and provide a sense of security," she says.

"With the curvature in the back, I've strived for a sensible expression when viewed from the front while the rounded back makes the chair easy to place in the room. To harmonize with other decor, the legs are both round and square; that is, they are flat on the sides and rounded at the front."

The result is a seating furniture family that has generated great buzz in the industry. A furniture that resembles a bumblebee – the seat and back make up the body, the legs spread out a little and the edges of the backrest form the wings.

### Fits most rooms

Although HUAN was primarily designed for waiting rooms, it has become a furniture that boosts most types of rooms. By varying the fabric and color, HUAN offers virtually endless possibilities and is suitable for hotels, restaurants and lounge environments as well as in meeting rooms and offices.



The chair KNUST above is one of many furniture Peter Andersson designed for NC



The designer Peter Andersson

on developing furniture for healthcare professionals, people who may have problems with bad backs. For these products, it is important that the ergonomics harmonize naturally with the modern design."

### Inspired by chairs

Peter has designed several chairs for NC since he was recruited to the company. According to Peter, the fact that there has been such focus on chairs depends on the great challenge this type of furniture offers.

"I started designing chairs already when I studied at Konstfack," he says. "My teacher told me that chairs are the most difficult furniture to design. Since seating furniture are directly connected to the body, one must consider the ergonomics in a completely different way compared to when designing, for example, tables and storage furniture. It inspired me of course. But I'm also interested in chairs in general, how to think about placing chairs in rooms, etc."



The latest product from Peter for NC is the big hook VISIT that perfectly complements KOMPIS, but you can of course use it for whatever you prefer

## CHILDREN'S HEALTHCARE ENVIRONMENT

Furniture designed in children's terms for a health care environment is missing on the market. Together with the designers Fingal and Iestig, and several other stakeholders NC have slowly but surely begun to fill the void with meaningful and inclusive design.



The designers behind the sofa Du & jag. Eva-Johanna Iestig och Jenny Fingal discusses over their small scale models as outcomes from the collaboration with children. Photo: Christian Strömquist

"They are conspicuously absent," she says. "There are simply no furniture and products for a healthcare environment designed according to the needs of children and young people."

Together with furniture designer Jenny Fingal, she initiated the project "Den som väntar... VADÄ VÄNTA!?" (The one who waits... WHY WAIT !?) to explore and create suggestive solutions.

"We wanted to study the whole situation regarding children's and young people's visits to healthcare centers. In children's culture; play, fun and physical movement are a natural part, as well as an obvious part of the development process. The concept of wait-

ing "wait" is interesting to work with, as it is fully applied by us adults to the children's world. It's totally unnecessary. That the room is even called the waiting room is a stupid concept," says Iestig and giggles, yet with a serious voice."

She explains that the goal of the project is to create a meaningful and interesting time for children and young people before and during the visit, through furniture and architecture.

"Whatever we create, it will always be better if we explore and develop together with the target group. Of course, working with children will need some special methods based on practical and rewarding activities in connection with the design process.

How fun is actually a questionnaire?" says Iestig, who always includes children in her work. In order for the result of the work to be great, Iestig believes that all other partners also need to be involved, such as pediatricians and other staff, managers for healthcare centers, local and environmental planning, purchasing, etc. VGR and Närhälsan has been a very important partner in the project for these professions and competences. Even interior designers and children's culture researchers have participated in the project. Equally important is, of course, knowledge about production, product development, environmental work, sales and market.

"It was natural for us to work with NC on this project. A furniture manufacturer who focuses on the human being and understands what the healthcare environment is about," she says.

"And who has real knowledge of wood, design and sustainability!" adds Jenny Fingal.

Eva-Johanna and Jenny have had a total of over 40 workshops with over 100 children

in age 4-19 years old and with the involved partners. Together, we have formulated many different questions, which has generated lots of ideas.

"We are only at the beginning and many products will be born from this amazing project," says Fingal.

"NC is, of course, brave to jump headfirst into a new product segment for children and young people, with a focus on healthcare," says Iestig, and explains how NC has been very committed throughout this first exploratory phase of the project. "For three years, we together have mapped out the needs and opportunities from everyone's perspective."

"Now it will be exciting to see the reception and future of the DU&jag (YOU&I) sofa," concludes Fingal.

The result of "Den som väntar... VADÄ VÄNTA!?" carries lots of values. that characterizes in many ways:

- Inclusive design, in the making and usage.
- Accessibility = Child perspective
- Play and use on children's own terms = Children's culture.
- Safety and health for the children and the planet's best = toxic-free and sustainable
- Multicultural and norm-creative = Transparency
- Functional for the healthcare environment and the requirements that follow.



A collage of thoughts that came up during the process



# JONAS OSSLUND

*Furniture and interior designer who knows his **CRAFT***



Unique pictures from Jonas Osslund's creative creation process of Alva armchair which is a news featured at Stockholm Furniture Fair 2018



The designer Jonas Osslund

Although Jonas Osslund has designed furniture for more than thirty years, the collaboration between Jonas and NC is relatively new. Just over a year ago, the first partnership furniture was launched, the Alva chair made from ash – a minimalist statement for the craftsmanship's role in design and for Jonas' great knowledge of fine woodworking and furniture making.

"I usually get an assignment to design and develop a product, but in this case I decided on my own to make a wooden chair," says Jonas Osslund. "I thought it turned out so good that I contacted the people at NC, who liked what they saw."

#### Enjoys the wood workshop

Jonas, who is a trained furniture and interior designer, works as a teacher at Konstfack in Stockholm. At the school he has access to a well-equipped wood workshop, a place where he enjoys spending his time.

"Of course I also use 3D software when I'm designing, but I prefer more and more to work in the workshop," he says. "Then I get the product live in full size in front of me, which means that I can immediately see and get a feeling for the spaces and proportions. In the case of seating furniture, you must trust the furniture before

you sit on it. By designing and manufacturing it directly in the workshop, I get instant feedback and can make changes quickly."

#### Designer his entire life

Jonas explains that he has worked as a designer throughout his adult life, since the 1980s. He is a trained furniture maker and has subsequently studied interior design at Konstfack. In his design, he gladly brings together new expressions with timeless shapes.

"When I designed Alva, I combined the classic wooden chair with my own design. I am of course influenced by society and the contemporary times, which is expressed in my design. Even if you go retro it's important that the design is updated," he says.



The finished result of the armchair Alva

**Jonas Osslund** has studied at Capellagården at Öland (furniture making), at Konstfack (furniture and interior design) and at F.I.T in New York. When he doesn't design furniture, Jonas also works as a lecturer at Konstfack in Stockholm. He has also been Professor at Liu-Malmsten at Lidingö.

For NC, Jonas has designed the chair Alva. He has also designed furniture to, among others, Lammhults Möbel, MiljöExpo, Mitab, Swedese, Offecct, Blond Belysning, Albin i Hyssna and EFG.

Jonas is represented at the National Museum in Stockholm with the chairs "Dacapo" for Lammhults and the chair "Klyka" for MiljöExpo. He has been rewarded with the award "Utmärkt Svensk Form" as well as with several scholarships.

Prior to 2018, Jonas Osslund designed for NC the armrest Alva and the table Grace, a furniture that exudes simplicity and craftsmanship.