

# HAY

The FDB furniture series is functional design at democratic prices, born of industrial development. FDB created a strong furniture concept in 1933, and under Børge Mogensen's leadership as design director from 1942 the FDB furniture linked industrial production closely with architectural furniture design. In practical terms, the industrial approach eliminated the need for special components, as all the chairs had the same legs, just as the main emphasis was not on detailing, since the underlying ideology of making well-designed furniture accessible to the general population was the primary focus. FDB revolutionized the industry as a precursor of many of the design icons that Denmark is acknowledged for today around the world.

The FDB series also pioneered knock-down furniture: furniture that comes in a box and is assembled by the user. Kvist Møbler produced the FDB furniture then and still does today – only now with HAY as the standard-bearer for the democratic values.

With its wide back and seat combined with the light, vertical graphic expression, J104 resembles a cross between a dining chair and an easy chair. In this unique composition, although the broad seat takes up visual space, the spindle structure of the back lightens the overall impression and makes J104 a sculptural classic.

## DIMENSIONS

W 57 x D 47 x H 44,5/73 cm

## MATERIALS

Base:

Soap treated beech

Lacquered beech

With felt gliders

## COLOURS

Nature

Black

White

Grey

Coral

Launched in 2011

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