

FRITZ HANSEN'S DESIGN PHILOSOPHY

The Fritz Hansen design philosophy is reflected in our 4 core values which are used as guidelines in the process of developing new designs:

TIMELESS AND RELEVANT IN TIME

The design has to be timeless in aspiration and relevant in time. Solutions should be found in timeless simplicity rather than chasing short-lived trends.

PURE

Searching for beauty - appealing to the heart - in timeless simplicity, minimal excellence and quality in the detail.

ORIGINAL

The design should always be unique through a strong visual clarity and honest in its promise. The design should be innovative in form and function.

SCULPTURAL

Each design object should be seen as a three-dimensional sculptural object with a high aesthetic quality and a uniqueness of its own which is acknowledged by its obvious and immediate recognition.