

SLOW PRODUCTION ACCORDING TO MAZE INTERIOR



The Swedish design brand Maze Interior chose timeless design over mass production. Therefore, the news of this fall, isn't new products but old products with new upgrades.

Swedish Maze has made minimalistic and functional interior design for homes all over the globe since 2003. And for over 6 years now, Swedish Maze Interior has worked with a philosophy they call Slow Production. The philosophy is basically about not mass producing, to use as much recycled materials as possible and to make sure that the production takes place locally (95% of the products are made in Sweden) and under good working conditions. The design brand today has 6 different collections, all produced in line with the Slow Production philosophy. The concept of Slow Production also means not creating tons of new products each year.

– We don't create 50 new products each year, we try to work with what we've got and always make our designs as timeless as possible. What we can do, however, is to make new versions of our existing assortment, something that we've done this fall with one shelf, a stool and a bed side table, says Lotta De Visscher, Creative Director at Maze Interior.

Anyone - in velvet

The stool Anyone radiates elegance. Whether you're looking for a practical furniture for your hallway or bed room or just need an extra seat, Anyone is a great choice. The stool, designed by Louise Hederström, is made out of powder coated metal wire and the seat is in now available in velvet. The velvet is made out of 100% cotton with a mohair top layer. The velvet is OEKO-TEX certified and the metal wire is 20-30% recycled.



Product information Anyone

New material: Powder coated metal wire frame with velvet seat.

New colors: Beige frame with peachy velvet & Rusty frame with beige velvet.

Manufactured: Sweden

Designer: Louise Hederström

Dimensions: W: 640 mm, D: 260 mm, H: 555 mm

Anytwo

The bench Anytwo is a longer version of Anyone. Anytwo has the same minimalistic expression as Anyone, but since it's wider, it fits the bigger family even better. Anytwo, like Anyone, is produced in Sweden and contains 20-30% recycled metal. Furthermore, the metal in these two products are, powder coated, instead of xxxx, which is a much more sustainable method. Powder coating doesn't contain any environmentally hazardous solvents and the waste can be re-used. The leather comes from Scandinavian cattle and is produced in Västergötland.



Product information Anytwo

Material: Powder coated metal wire frame with naturally tanned leather.

Colors: Black frame with cognac leather.

Manufactured: Sweden

Designer: Louise Hederström

Dimensions: W: 1000 mm, D: 260 mm, H: 555 mm

Edgy Edition

Edgy Edition is the slightly more luxurious version of the Edgy bedside table. At Edgy Edition, the top plate has been replaced by a marble-like ceramic top made of recycled materials. The material itself is extremely resistant. The unique material and its lack of

pores provides a tightness that makes the top plate resistant to stains, cleaning liquids and heat - neither hot cups nor direct sunlight affects the color or structure.



Product information Edgy Edition

New Material: Powder coated metal frame with recycled ceramic top plate.

Colors: Black and white

Manufactured: Sweden and Italy

Designer: Malin Lundmark

Dimensions: W: 375 mm, D: 250 mm, H: 175 mm

When we meet with our designers and discuss upcoming products, we always make sure that they have Slow Production in mind from the very start in the process. And this is an area where we're constantly learning and developing on how to optimize slow production in every step, says Helena Gorne, Purchase Manager at Maze Interior.

Maze Interior's products are sold domestically by renowned retailers such as Rum21, Royal Design, Svenssons i Lammhult, Åhléns, and Nordic Nest, but also by international retailers on a global level, such as Fleux, La Trésorerie and Actus.

For high-resolution images and interviews, contact Lotta De Visscher, Creative Director, Maze Interior. lotta.devisscher@mazeinterior.se | +46 708 36 62.

About Maze Interior

Since 2003, Swedish furnishing brand Maze Interior has created minimalistic and functional designs made for stylish and smart homes all over the world. In close collaboration with Swedish craftsmen, all production takes place locally in Sweden, allowing for accurate quality control and an environmental awareness from idea to final product. This follows Maze's manufacturing philosophy, Slow Production, meaning that the company produces and offers long-lasting design, that workers are paid decent wages and benefit from good working conditions, and that the production process has minimal environmental impact. www.mazeinterior.se