

NEWSLETTER – MAISON&OBJET Paris, September 2019

Sector: Today / Hall 6 / Stand: H112 : I111

MS&WOOD

Pure. Intelligent. Sophisticated.

We are MASTERS&WOOD, a design led solid wood manufacturer specialized in production of high-end furniture, strongly focused on details and artistic expression. We created our respectable position in high-end furniture market by unique combination of innovative energy and desire of reaching the new heights in proficiency of solid-wood workmanship.

Our facilities are in the idyllic town of Fojnica, Bosnia and Herzegovina. It is the place of interweaving our innovative minds, classical carpentry techniques and cutting-edge technology, which gave rise to many products and sophisticated details.

Opening doors to knowledge exchange has led MS&WOOD to become a regional R&D center of choice for designers who deliver progressive design solutions. MS&WOOD is currently being enjoyed as the place where innovative minds meet cutting edge technology and where classical carpentry techniques meet advanced 5 axis CNC machining technology.

With its two iconic collections, Primum and Elle, as well as the newest Kotona collection, which is recently added to the existing opus, MS&WOOD is at the vanguard of a rebirth in pure, intelligent and sophisticated solid wood designer furniture. It will be showcased at Maison&Objet Fair this September in Paris.

At Maison&Objet, MS&WOOD will announce its newest collection and celebrate its first international design collaboration with a design studio from Helsinki.

"We met Mikko in 2018 and it was a love at first sight. He started to develop new ideas and concepts for MS&WOOD's new collection that came as natural extension of our previous work. The collection name is Kotona which means "being at home", and the development of the first pieces started in 2019. Entire collection will be broad and versatile and it will fit very nicely into both home and contract market.

We have chosen Helsinki Design Week and Paris Design Week to announce our new Kotona collection. We chose Helsinki because it is the residential city of our new designer and we couldn't imagine better place for the announcement than Paris. Since Paris has always been the leading place for art and design we proudly take this opportunity to present our avant-garde design at the fair that is a part of Paris Design Week. "

Sedin Ceman, Brand Manager and CEO, MS&WOOD

Collections

Primum Collection is based on researching structural engineering forms that create high structural load bearing capacity. The key focus in the development of the Primum Collection chair were ergonomics and comfort. It is a versatile collection that suits for entire home.

Elle Collection, on the other hand, is a beauty, gentle and sophisticated. This dining room furniture collection brings out the finest features of MS&WOOD's engineering and manufacturing and takes our environmental awareness to the next level.

Kotona Collection. Solid wood furniture collection Kotona is simple and versatile collection for both public and private environments. Sculptural details give collection its own sound. Kotona collection is example of intercultural cooperation which celebrate collaboration with contemporary design and fine craftsmanship.

"I believe good design starts from function and also have own individual character. I dry my best to design long lasting products which are functional, beautiful and understandable. "

Mikko Laakkonen, product designer. Studio Laakkonen, Helsinki, Finland

Awards

Featuring excellence in product design, MS&WOOD's Elle armrest chair received a **Special Mention Award** as part of the **Iconic Award: Innovative Interior 2019**.

MS&WOOD have also been honored by the **German Design Award in 2018. Winner Award** in the category **Excellent Product Design** went to Primum Collection sideboard designed by Ado Avdagic, whereas **Special Mention Award**, in the same category, went to Elle Collection chair designed by Natasa Perkovic.

MS&WOOD is also a quadruple winner of **Iconic Interior Innovation Award** for both **Elle Chair, Elle table (2017)** and **Primum Chair and Primum Table (2016)** given by German Design Council.

Maison&Objet Paris, September 2019

We invite all MS&WOOD partners as well as all design lovers to see us in Paris: Hall: 6; Stand: H112:I111

Mikko Laakkonen BIO:

Mikko Laakkonen was born in Espoo in 1974. After graduating as a musical instrument maker, he studied furniture design at Kymenlaakso University of Applied Sciences, and later received his Masters degree from the University of Art and Design in Helsinki. After working in design and architecture firms for several years, Mikko founded Studio Mikko Laakkonen in 2004.

The Studio offers product design services, with the main focus on everyday items. Mikko's designs have been on display in several exhibitions around Europe, the United States, China and Japan.

He has been awarded the number of international and national prizes, including: German Design Award (2017), Turkey Design Award (2016), Reddot design award honourable mention (2016), Chicago Athenaeum's Good Design Award (2016, 2015 & 2010), Muuz International Awards 2014, Finnish Designer Awards '14: Furniture Designer Of The Year, Reddot: best of the best design award (2013) Reddot design award (2012), and the Young Designer of the Year prize (2009).

In 2016 Studio Laakkonen has expanded working in the fields of interior design and art direction consulting. This extension was founded to create more holistic solutions and respond better for client's requests.

Today, Studio Laakkonen works with a variety of brands and clients from all around the world.