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The Odette-series gains strength with a new hot galvanized finish

Massproductions extends the Odette collection with a new, durable galvanized finish. The series is now available in six standard versions.

When Chris Martin designed the Odette stool in 2009, he wanted to make a strong impression with a small gesture. By adding a twist to the footrest of the bar stool, visual interest is added with a simple action. The gesture also gives the user a footrest where the feet can rest comfortably in different positions. Odette's padded seat adds a softness and contrast to the chair's otherwise strong and explicit shape.



“The name Odette refers to the white swan in the ballet of Swan Lake. Like a series of ballerinas dancing across the stage, a series of Odette stools become a visual experience of dynamic movement in random directions”, says Chris Martin, Massproductions' designer-in-chief and co-founder.

During Stockholm Design Week 2020, the Swedish furniture manufacturer Massproductions presented their company philosophy with the slogan “I'm Slow”. In its stance against the current obsession with news and rapid growth, the company takes two issues into account in its product development; “What cultural values does a new product contribute to?” and “Is its form, function and construction created to last over time?”. The result of this production model is an economical launch rate, where Massproductions presents as few as 2-3 new products per year. Each one takes its place in a slow-growing catalogue, which is carefully managed over the years.

“It's better to have a few strong ideas and take good care of them. That's always been our method, and it works. As the company grows older, our catalogue grows with slow-baked ideas, which still drive sales. When we have a strong collection and design such as Odette, we want to continue to develop this. New technology,

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For high resolution images,
visi [Massproductions' pressroom](http://www.massproductions.se/pressroom).

For product loan or more information
contact Sanna Fehrman:
sanna@massproductions.se,
+46 70 229 37 70

About Massproductions

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In 2009, two designers, sharing a neo-modernist vision of functional, elegant design, decided to break free of PR-driven product strategies to create a furniture company focusing on the interplay between object and context. In order to realise their vision, they assumed control of the entire production chain – manufacturing, sales and marketing. This pioneering approach has paid off handsomely, not only in design clarity, but also in distinguished awards, renowned clients and representation in the permanent collection of the Swedish National Museum of Arts.
www.massproductions.se



new behavioural patterns or new trends can mean that our classics can be developed and improved. Odette in a hot galvanized finish adds an additional shock and abrasion resistance to an already strong and durable product”, concludes Magnus Elebäck.

Today the bar stool can be found at, amongst other locations, Stockholm’s Central Station and Arlanda Airport. In 2015, 700 bar stools were delivered to Arlanda, a place that is open 24/7 and is visited annually by 26 million travellers. Thanks to Odette’s durable construction, only two stools have needed repair since they were installed.

The products in the Odette series have a five-year guarantee and are certified with the Swedish sustainability and quality label “Möbelfakta”.

Product information Odette:

Design: Chris Martin - Massproductions

Material: Steel and upholstered seat in cold cured foam

Dimensions: W:37 D:37 H:70 SH:70

Finish: Hot Dip Galvanized, Black, Ivory, Pale Brown, Stone Grey, Wine Red.

Odette’s seat can be upholstered in any textile.

Price, Odette Hot Dip Galvanized: from \$ 852/ € 572

