

PRESS RELEASE
2020-09-10

MODERN CLASSIC STENEBY

Modern Classic Steneby is a new take on famed and bold Swedish Grace a century later – simply pleasurable and naturally graceful.



Kvänum, Scandinavia's leading manufacturer of premium kitchens, shows its unique handcraft. Autumn novelty is Steneby in our Modern Classic series.

Steneby is a classic model with a thin and neat frame. Colours of the year are Mylla, Mossa, Storm, and Mistral, dark and light, earthbound and airborne. Our new cabinet for indoor growing comes in glass with a slender stained oak frame.

Steneby is the link between traditional joinery and a modern expression
Per Fernholm, designer, Kvänum

The latest version of Modern Classic is a chic mix of old and new. Hand painted woodwork with recessed doors, hidden hinges, broad drawers, and ribbed shelves for open storage, are all up-dated classic details that capture a rural atmosphere both in old and new homes.

About Swedish Grace

Modern Swedish design had a major breakthrough at the Paris exhibition of 1925. 1920s Classicism was inspired by the Neo-Classical era of Swedish 18th century. The style was praised as simple, cool, and elegant; British writer P. Morton Shand coined the expression Swedish Grace. The Swedish pavilion in Paris was drawn by Carl Bergsten, one of the movement's protagonists along with architects and designers like Gunnar Asplund, Sigurd Lewerentz, Carl Malmsten, Axel Einar Hjorth, Simon Gate, Edward Hald, Estrid Ericson, Sven Markelius, and Uno Åhrén, some of whom only a few years later joined the functionalist movement while others fiercely resisted.

About Royal Oak from Visingsö

In Kvänum furnishings one would always find broadleaf like elm, ash, and oak. Our oak is harvested on Visingsö, an isle in Lake Vättern. The forest was planted in the 1830s with the purpose of securing a long-term supply of timber for the Royal Navy shipyards. The trees were pruned to prevent the spread of branches. So, the oaks grew straight and tall but never become boards and planks for carved--built war vessels with several decks and imposing ornate galleons and transoms; in 1975, long after the last ship-of-the-line had sailed away, the oldest trees were ripe to harvest. Nowadays, only a few oaks are cut down each year. Drawers in all Kvänum kitchens are exquisitely handcrafted oak from Visingsö.

Facts of Kvänum kök AB

Kvänum kök AB is a leading Scandinavian manufacturer of exclusive customer adapted woodwork interiors for kitchen, bath, and storage. Since 1923 we offer fine cabinet joinery to a demanding and style conscious range of customers. All kitchens and interiors are made by our skillful co-workers at the factory in Kvänum. We have showrooms in Stockholm, Göteborg, Malmö, Oslo, Copenhagen, and, Helsinki. Kvänum has 160 employees and a turnover of 240 Million SEK. Genuine handcraft and superior quality are two key success factors.

For further information, please contact:

Marie Malmenskog,
Brand Manager Kvänum Kök AB
+46 70 886 92 37
marie.malmenskog@kvanum.com

Download high resolution interior images:
www.trendgruppen.se/imagebank

Username: trendpr
Password: trendpr

Follow us on Instagram @kvanumofficial to get inspiration for kitchen, bath, and storage.



Kvänum Kök AB
Box 8 · SE-535 21 Kvänum
kvanum.com