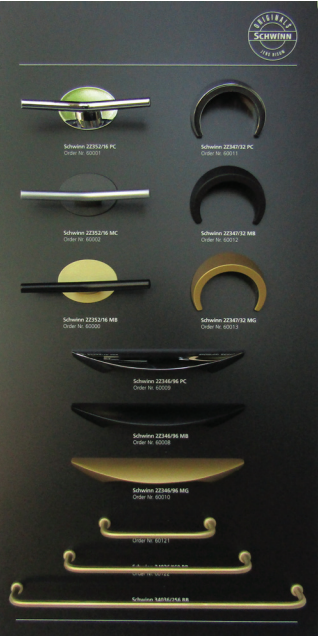




Showroom Display



Boards 1–6



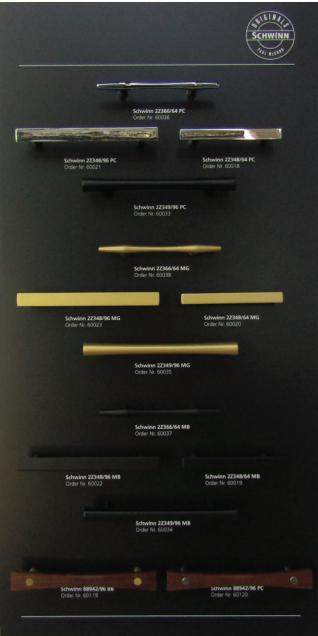
Board 1



Board 2



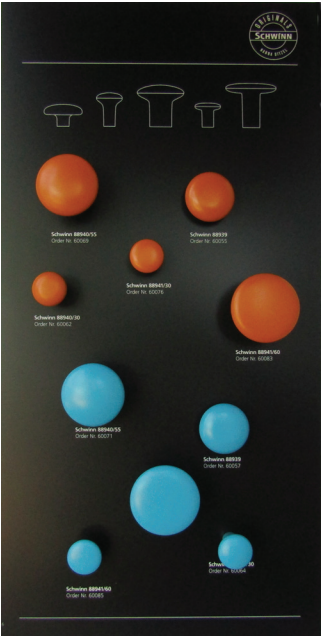
Board 3



Board 4

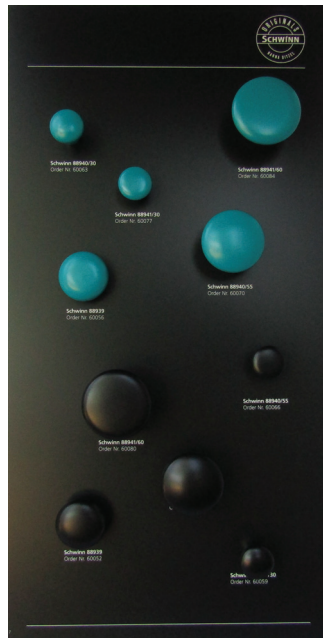


Board 5

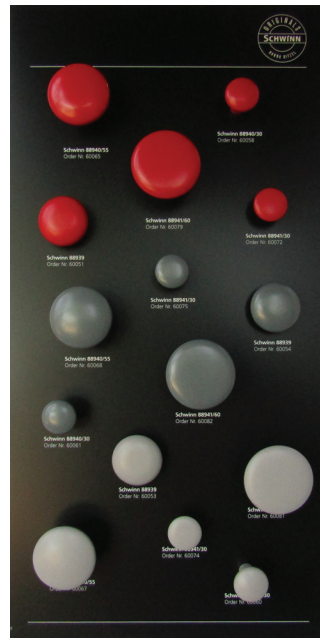


Board 6

Boards 7–12



Board 7



Board 8



Board 9



Board 10



Board 11



Board 12

Boards 13–18





Jens Rasmussen – A Danish Modern Pioneer
Jens Rasmussen (1918-2016) was a Danish-American designer and businessman who took the USA by storm from the 1950s onward. He was one of the first designers to introduce modernist aesthetics and values of function and craftsmanship to the United States. Rasmussen believed that design should be subtle and not take centerstage. Today many of his furniture designs are considered modern classics. Examples of Rasmussen's designs can be seen in leading design museums around the world.



Bodil Kjaer – The Essentialist
Bodil Kjaer (1912) practiced as an architect, designer and planner from her own offices in Copenhagen and London. She became a tenured professor at the University of Maryland. Bodil Kjaer worked for many years in tandem of engineers, sociologists and ergonomists to create healthy and flexible work environments for employees in factories, offices and universities.



Paul McCobb – American Cool
Paul McCobb (1917-1983) was one of the leading furniture designers on the American design scene in the 1950s and 1960s. Over a lifespan of twenty years he designed an impressive range of multi-functional furniture, accessories and textiles, as well as several notable interior design projects. Inspired by his New England upbringing and influenced by Danish design, McCobb combined modern style with traditional forms. His designs were the recipient of MAAIA Good Design Award four times between 1950 and 1955.



August Schütte – Anonymous Company Design
August Schütte was an aluminum die cast manufacturer in Germany. The tools designed in Schwinn Originals are based on a vintage trademark that was probably a company design from the 1960s.



Nanna Ditzel – Groundbreaking All-around Modernist
Nanna Ditzel (1913-2000) was the most versatile and creative female designer that Denmark produced in the 20th century. She designed furniture, jewelry, silverware and textiles. She created the pieces using an unusual material like ivory or marble, that would be made to specific scenarios and functions. In 1959 Ditzel produced the "hanging chair". The piece, suspended from the ceiling by a chain, became a favorite for fashion shows and an icon of the 1960s.

Board 13





Michael Graves – From Modern to Postmodern
Michael Graves (1934-2015) studied as a professor of architecture in 1962 at Princeton University and spent much of his late 1960s and early 1970s designing modern residences. In the late 1970s, Graves shifted away from modernism to pursue Postmodernism and New Urbanism. Postmodernism allowed Graves to introduce his humanist vision of aesthetics, as well as his sense of irony and humor. He also designed numerous household products for Target and other corporations. Most famous is his 1985 designed Coca-Cola can that has better featuring a well-proportioned whole at the end of the spout.



Dieter Rams – As Little Design as Possible
Dieter Rams (1925) is a German industrial designer closely associated with the consumer products company Braun and the functional school of industrial design. His belief is "as few features as possible" which has inspired designers of the past few decades. Together with his colleague Hajo Lohmann, he achieved the term "Raumformalismus" which has inspired the number of so-called "great design" awards today. His designs are represented in New York Museum of Modern Art and other prominent museum collections around the world.



Jaeger Morrison – Super Normal
Jaeger Morrison (1936) strives to create good examples of understated, useful and responsible design. Since he started in 1988 and early work for IBM and Capital, he became one of the most successful industrial designers of the past few decades. Together with his colleague Hajo Lohmann, he achieved the term "Raumformalismus" which has inspired the number of so-called "great design" awards today. His designs are represented in New York Museum of Modern Art and other prominent museum collections around the world.



David Peres – New Studio
David Peres (1964) is a designer who "consciously strives for a clean, reduced geometry without excessive detail" embracing modern design principles and aesthetics. His work, which like furniture, are always carefully considered because they are what make the design. His work for clients such as Herman Miller, Zanussi, Gorenje, Dacor and Tuffy spans over 20 years. He has received numerous awards and has been over 250 original furniture designs.

Board 14



Schwinn Originals – Every Original Quotes an Era

Hardware has always been an important detail of the work of many designers and architects from around the world. With each period and era the design expression of hardware has changed but the functions have always stayed the same. Each piece in the Schwinn Originals collection combines beauty and usefulness in a unique way. The language of design and architecture is constantly changing and evolving. The best work however is timeless. That timeless quality is what unites the diverse pieces in the Schwinn Originals collection.

All Schwinn Originals are licensed reproductions based on original examples or drawings of the designs. Careful modifications to scale, dimensions or material were only made when necessary because of changes in use, material, manufacturing technology, or industry standards.

SCHWINN

Founded in 1932 as a workshop in Ober-Ramstadt, Germany (a small town near Frankfurt) using synthetic resin to make furniture handles and knobs, Schwinn today is a global leader in the technology, design, manufacturing, and service of furniture hardware. Schwinn Originals are exclusively licensed to Schwinn. Every piece is manufactured to the highest standards and with great care to match the timeless quality of the work of its designer.

Board 15





Every Original quotes an era.



Schwinn 34018/96 Pull by Michael Graves.

Board 16







Every Original quotes an era.




Schwinn 22352/16 Pull by Jens Rasmussen.

Board 17





Every Original quotes an era.



Schwinn 8894053 Hook by Nanna Ditzel.

Board 18