

## A new classic from 1954

In 1954, 26-year-old Øyvind Iversen presented his diploma thesis, a thesis that would revolutionize the future of Fora Form (formerly Møre Lenestol-fabrikk) and the Nordic furniture industry.

Inspired by a curvaceous woman, and with the help of a completely new lamination technology, he created the City chair. For over 60 years, the chair has thrilled with its timeless design and outstanding seating comfort.

After being out of production from the '70s until the end of the 90s, it is one of our bestsellers in 2020. Today the City chair is available in a wide variety of designs, veneer, plastic and with an upholstered cover. The auditorium, diningroom, living room, meeting room, lecture hall, or kitchen are all popular venues for this design classic.

Today, 66 years later, the chair wins a classic design award from Norsk Industri. An award we appreciate with honour on behalf of a chair we are mightily proud of.

### Lamination technique and the dream of the free form

Laminating wood means gluing together veneer sheets and thin strips of wood using damp heat and applying pressure. This way, they could utilize the properties of wood such as strength, elegance, resilience and not least freedom of form.

At the beginning of the 50's, Øyvind Iversen went on a study trip to America to learn about this new double laminating technology. This is how Iversen and, the others he traveled with, brought the lamination technique to the Nordic countries.

Wood in furniture is preferred by Nordic consumers, and by using this method they could utilize the wood for efficient production back in the 50s. This means that City could be brought to the market in large numbers and at a favorable price. The chair sold over 200,000 items from Møre Lenestolfabrikk the first years.

### Øyvind Iversen

4th July 1928 - 20th June 2012. Graduated from the National College of Art and Design in Oslo, 1954. He has worked as an interior designer and architect his entire professional career. City is the only piece of furniture in production, though it may be the most important product in Fora Form's long history.





## About Fora Form

Fora Form is one of Scandinavia's largest furniture manufacturers for breakout zones where people meet. Our vision is to facilitate interactions in four focus areas: Eat together, work together, breathe together and experience together.

Since the 1950s, we have used design as a strategic tool to create good meeting places

in public environments. (eller contract market?) Through innovation and good design, we will create good interactions wherever people meet in the future.

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