

## Woonstudio 033 visiting Axel Bjurström in Stockholm



This week Stockholm organizes the Furniture Fair; the world's largest meeting place for Scandinavian furniture and lighting design. Swedish upcoming talent [Axel Bjurström](#), who we visited in Stockholm last year, will launch two new products. One of them is the leather [Hammock Chair](#), manufactured by [David Design](#). Last year we had the opportunity to photograph the prototype of this beautiful chair in Axel's studio in Årstabergr, just outside the city of Stockholm.

It's Axel's ambition to create simple functional design with clean lines based on the Scandinavian design tradition. Clients are companies such as Design House Stockholm, Klong, Panasonic and Filippa K. In 2012 Axel received the Swedish Elle Decoration Young Talent Award (EDIDA).

The location of his studio is very basic in a former warehouse for film and video tapes. Since there is a group of approximately 100 persons, all working in the creative field, Axel has also access to a wood and metal workshop and a 100 m<sup>2</sup> exhibition space where we took pictures of his work. Together with Axel we created an installation of his Hammock Chair, his Magazine Table and Pedestals.

The [Magazine Table](#) takes care of the pile of magazines often found on the bottom shelf or on the floor next to the sofa in many homes. It uses the weight of the magazines to gain stability and the small wheels on the backside make it possible to move your pile around.

[Pedestal](#) is a tribute to the classic terracotta pot. The super-simple structure in various heights allows you to build shifting landscapes of flowers or use one as a solitaire.



The stack of objects on the left show all kind of prototypes, amongst which mirror Piga. It's a remake of the old fashioned Swedish 'pigittare'; a mini cabinet with an adjustable mirror to use when applying make-up. Behind the mirror it has a partition to hold bottles and bigger tubes. The product is very much about renewing a Scandinavian heritage; to update an old forgotten product into a new modern version. Axel is inspired by this theme. Another example is candlestick Vesper by manufacturer Klong; a modern version of the classic chamber candlestick made of solid polished aluminum or brass. Vesper is the Roman name for the evening and morning star (Venus).

#### **ABOUT AXEL BJURSTRÖM**

**background** Born in 1977. His mother is an architect. **education** Master's degree in interior architecture and furniture design at Konstfack, the University College of Arts, Crafts and Design in Stockholm. **experience** Web designer en project manager for fashion company Filippa K. Since 2009 he runs his own design studio in Årstabergr just outside the city of Stockholm. **inspiration** Walking through the city. Sniff around in antique stores. Visiting traditional museums with simple objects for everyday use or typical Scandinavian objects. **favorites** Sou Fujimoto (architect), Charles and Ray Eames (furniture designers), Dieter Rams (industrial/product designer), Asplund (design shop in Stockholm) and Indian Garden (Indian restaurant in Stockholm).