

DEDON



Spirit
of Place

Press News
2023

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With “Spirit of Place”, DEDON sets the trend in *brand presentation*.

Innovative evolution: DEDON consistently follows the path of digitalization, creating new possibilities for the presentation of iconic outdoor furniture through unique DEDON worlds.

Spirit of Place

A world full of experiences, inspirations and stories. A new dimension in which nature, design, heritage, innovation and craftsmanship entwine. With ‘Spirit of Place’, DEDON unveils a completely new approach to its unique brand. *“For over 30 years, we’ve been traveling the world, discovering people, stories and places that inspire us. In the process, a realization emerged: It’s the energy that makes a place unique. The feeling of having arrived,”* says DEDON’s Creative Director Julia Shapovalova. Launched in 2022, ‘Spirit of Place’ will be the core of DEDON’s brand communication in the coming years.

Virtuosic and virtual: SPIRIT OF PLACE presents DEDON in the brand’s own worlds

To be where we feel comfortable — that is the luxury of our times. ‘Spirit of Place’ is a tribute to this belief and DEDON furniture is the ideal platform for experiencing it. This year, three virtual DEDON worlds have told stories filled with perfect moments, whether indoors or under the open skies. These first three brand worlds — ‘Mysterious Desert’, ‘Spiritual Mountain’ and ‘Endless Ocean’ — remain at the center of DEDON communication for now, and will be joined by a new world, ‘Secret Lakeside’, in 2023.

Like every piece of DEDON furniture, each world is of unique quality, and was created through the interplay of innovative technology with a sensibility and precise craftsmanship. *“We don’t wait for the perfect moment,”* explains Shapovalova. *“We create it ourselves, completely virtually, via CGI (computer-generated imagery). With ‘Spirit of Place’ we have virtualized the emotional value of the DEDON brand.”*

For the viewer, reality and virtuality are indistinguishable in these worlds. *“The moment we cross the border and transport emotions and desires, a new dimension opens in which virtuality and reality merge inseparably,”* adds Shapovalova.

DEDON realizes the ‘Spirit of Place’ together with sooi, a leading agency for CGI in the field of architecture and interiors. *“We all enjoy working in interdisciplinary teams and seeing our vision for ‘Spirit of Place’ come to life. DEDON has always been about collaboration and the DEDON worlds are evidence of a great partnership,”* says Shapovalova.

Secret Lakeside

Awaken. To a place that feels like a promise. A sense of endless freedom. The lake is still, surrounded by mountains. The forest exudes its fragrance and, fresh, green glow. Our safe haven, hidden away from the stresses of everyday life. Here, we immerse ourselves in the clean mountain air, connect with the earth and become a part of it. This is where our roots are. We are growing more than ever.

Novelties 2023

The DEDON 2023 novelties express the company's unique spirit and uncompromising signature of design, curiosity and quality. New materials and pieces for collections, such as MBACE ALU and BELLMONDE, enrich the portfolio, while the return of DAYDREAM charms a new generation with its iconic design — bringing people together to enjoy unforgettable moments under the open skies.

TOGETHER,
WE ARE CHANGING
THE WAY WE LIVE
OUTDOORS



DAYDREAM Collection

Design by Richard Frinier



Rewriting DEDON *History*



DAYDREAM Collection

Design by Richard Frinier

Create your own unique moments of *imagination*

Overview

Richard Frinier designed DAYDREAM as an invitation to the dreamer in us all. Twenty years on, that invitation is more welcome than ever. Original, spirited and charming, DAYDREAM is pure DEDON DNA, adding character to any setting, indoors or out. With its undulating lines, Viennese cane-weaving pattern and generous proportions, the four-poster canopy daybed is perfect for laying about, solo or with loved ones, reading a book, sipping a glass, conversing, having a splash or drifting in and out of dreams. In celebration of its 20th anniversary, the collection is now available in uplifting citrine, a contemporary colorway with classic DEDON punchiness.

Inspiration

“My ‘daydream’,” says Frinier, “was to create a unique outdoor daybed infused with an homage to my passion for world travel.” An instant hit that quickly became an icon of outdoor design, DAYDREAM was also “inspired by the famous story of ‘A Thousand and One Nights’, with its romantic notion of magical flying carpet rides across starlit night skies, culminating in an exotic yet modernly interpreted luxurious place in which to relax and escape.”

Characteristics

DAYDREAM is characterized by dynamic, flowing lines and a classically hand-woven, cane-patterned surface in weather-resistant DEDON Fiber. Four hand-woven poles, flaring outwards as they rise, convey a sense of fantasy and romance. The poles are topped by a canopy — a ‘fabric sky’, as Frinier describes

it — that billows in the breeze, offering shade, privacy and a sense of gentle movement conducive to dreaming. A thick cushion and plush pillows ensure luxurious comfort. A matching side table completes the collection.

Quotations

“I believe we all have the desire to travel and wander,” says Richard Frinier, “whether actually to go to real places or to experience what I call ‘mind traveling’ to places between our own two ears. In these ways, DAYDREAM for DEDON may be everyone’s dream — and a reminder to be joyful, at peace, light-hearted, creative, open and free to escape away from the pressures and stresses of each day.”

Julia Shapovalova, Creative Director of DEDON, states, “The message of DAYDREAM is more relevant today than ever, and we are thrilled that a new generation gets to experience the sense of fun, fantasy and escape this iconic collection offers.”

Designer


A pioneer of outdoor furniture design, American-born Richard Frinier is acclaimed for his mastery of a wide range of styles, from classic to contemporary. Closely associated with DEDON from the beginning, he is credited with helping to bring luxury and sophistication out of the home and into the garden. Frinier is the recipient of the outdoor industry’s lifetime achievement award.

Twenty years ago, DAYDREAM arrived and invited us into a world of belief and desire underneath a rippling sky of fabric. Today, the collection’s return marks the beginning of the DEDON Heritage programme, which celebrates the iconic pieces behind the brand’s success.



Daybed, citrine

Models Daybed
Side table

Fiber 
177
citrine

MBRACE ALU Armchair

Design by Sebastian Herkner

*A family of
innovative,
artisanal
designs*



MBRACE ALU Armchair

Design by Sebastian Herkner

A collection
as *versatile* as
life itself.

Overview

A true DEDON classic, MBRACE by Sebastian Herkner is beloved for its inviting, organic form and modern material mix of woven fiber and teak. An optional base of die-cast aluminum, available for armchairs, wing chairs, lounge chairs and matching footstools, expands the visual language of this multiple-award-winning collection still further. Conceived by one of Europe’s leading designers, MBRACE offers more than 70 combinations of furniture type, fiber colorway and base material and color, ensuring rich possibilities for personal expression in any outdoor setting.

Inspiration

Herkner’s starting point for MBRACE was the material mix of multi-colored fiber, warm teak and smooth, powder-coated aluminum. “I wanted to use the traditional technique of the weaving,” he explains, “to create a strong design that was like a gesture — the gesture of embracing someone.” In addition, the designer challenged himself to create a collection that would be inviting and comfortable outdoors even off-season, without the cushions.

Characteristics

Working with world-renowned colorist Giulio Ridolfo, Sebastian Herkner and DEDON developed an array of unique colorways for the MBRACE collection, which is distinguished by a mesh-like triaxial pattern of handwoven DEDON Fiber. The extensive palette — which ranges from light and inviting to dark and striking, from fiery oranges and warm reds to cool blues and subtle off-whites — offers tones and shades for every outdoor environment. All MBRACE chairs come with optional cushion sets and feature

wide backrests that envelope users in cozy comfort. While chairs with a teak base have a warm, natural, Nordic look, the collection assumes a smooth, modern and industrial appearance with the optional ALU base. Made of aluminum from a single die-cast mold, the ALU base is powder-coated for a durable, easy-to-maintain surface with a clean look and feel. The ALU base is available in four elegant colorways: light and neutral lipari, dark and sophisticated black pepper, warm and earthy terracotta, and dark and intimate nori.

In addition to chairs, The MBRACE collection comprises dining tables and coffee tables in solid, premium teak.

New in 2023

Featuring the largest die-cast piece that DEDON has ever created, the MBRACE ALU armchair adds even more variety to the MBRACE family. With a total of seven possible color combinations between base and fiber, the chair brings MBRACE elegance to any dining area. With the choice of aluminum for the base, the armchair is even more compatible with the MBARQ and IZON ranges.

Quotations

“With MBRACE, we wanted to create a collection that fit with the values of DEDON while also addressing young and sophisticated explorers,” says Herkner. “It’s all about welcoming and hospitality.” The designer adds, “I wanted to use the traditional technique of the weaving to create a strong design that was like a gesture — the gesture of embracing someone.”

Designer

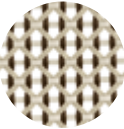
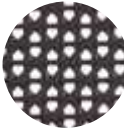
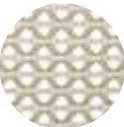
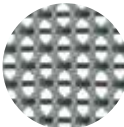

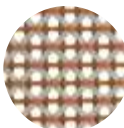
German designer Sebastian Herkner has developed a reputation for work that merges cultural contexts, combining new technologies with traditional craftsmanship in order to highlight the beauty of materials and draw attention to details. His award-winning collections for DEDON — MBRACE, MBARQ and LOON — explore all areas of outdoor design, from dining tables and chairs to lounge furniture to lighting.

Ancient handcraft meets modern refinement with an industrial twist. Featuring a soft, triaxial weave and a sleek aluminium base, the MBRACE Alu armchair perfectly expresses DEDON’s artisanal heritage and forward-thinking approach.



Armchair, seville

- Models**
- Rocking chair
 - Wing chair
 - Lounge chair
 - Club chair
 - Footstool
 - Armchair
 - Daybed

- Fiber**
- | | |
|---|---|
|  |  |
| 115
pepper | 126
arabica |
|  |  |
| 140
sea salt | 141
baltic |
|  |  |
| 142
seville | 151
chestnut |

Milan Design Week 2023

Deserts, mountains, oceans, lakesides
or the **DEDON Secret Garden** in
Milan – we look forward to meeting
you in 2023.



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