



PRESS RELEASE 2009

WAVE received five design nominations at MAISON&OBJET in Paris.

The WAVE hammock, Designed by Erik Nyberg & Gustav Ström, produced by the specialist in exclusive garden furniture, Royal Botania.

WAVE was shown for the first time at The Hotel Show in Dubai in June 2008. WAVE was chosen as the cover item for The Hotel Show in Dubai in June 2008 among 20,000 products from 800 exhibitors. No other individual product at the show received the same attention.

Europe's major design fair, MAISON&OBJET Outdoor/Indoor, offered a specially arranged space at the show in Paris due to the fact that they, as many others, considered WAVE unique in the world. It is seen as a category of its own – neither a hammock, a sun chair, nor a parasol. It is an artwork that combines functionality with beauty and elegance, and those who see it seem immediately inspired to own one.

The success of WAVE continued in Paris in September 2008. As visitors passed the showcase in their stressed search through the enormous range of products at the fair, they would stop and smile, pointing and talking. Suddenly they didn't seem to be in such a hurry any longer. Design periodicals and television stations stood in line to take photographs and write reviews. WAVE achieved an unprecedented grand slam by clinching both of the show's two design prizes, *Les Découvertes* for creativity, innovation, execution and quality, and *Coup de Coeur*, for selected show favourites.

WAVE was selected as favourite product in MAISON&OBJET by several design periodicals such as Le Figaro Madame, Marie Claire Maison, Architectural Design, Connaissance des Arts and Made in Design. The piece has also received much attention and acclaim in a number of design blogs from all over the world.

WAVE consists of electro-polished stainless steel and perforated fabric, one type for the upper roof section, and another for the lying section. WAVE stands on a single point, giving it its unique floating impression, but the construction can withstand strong forces from people, weather, and wind. The measurements are 3700 x 2900 x 2500 mm. The fabric is semi-transparent while at the same time offering protection by blocking 86 percent of the sun's rays. The idea is to convey the feeling of lying underneath the canopy of a tree and surrounded by a defined, natural space. Gently enveloped, one can choose to swing slowly or simply enjoy the serenity.

So as to give his newborn baby the oxygen it needed, Erik had to look for a manufacturer who could match his standard quality, refinement, and precision. His quest brought him straight to Royal Botania.. His design, and their worldwide reputation, as the number one producer of refined outdoor furniture in stainless steel , could be nothing else than a perfect marriage. Obviously joining with Royal Botania would also mean that WAVE would be for show in the nicest showrooms all around the world. A key to success!