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press release / mazō

# mazō launches iconic designs that embodies a new midcentury functionalism

The design brand mazō's contribution to new and coming generation is a mixed collection of hidden gems by one of the renowned Danish architects of the Golden Age and new designs by accomplished designers.

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Mazō is rooted in a full spectrum of functionalism: With roots in Scandinavian tradition, a love of the simplicity of the Bauhaus era, and a reminiscence of Japanese culture. Mazō aim to provide people of this century the opportunity to choose furniture with long lasting design. *"It is important for us that the products we launch are relevant 50 years from now. Just as foresighted and before his time, as my grand-father was, when he drew the sketches for our WNG Chair, it is equally important that all our designs will last for many years and stays relevant for future generations"*, says Magnus Stephensen, CEO at Mazō and also the grandchild of Magnus Læssøe Stephensen.

## The Danish Architect

Today, mazō has the exclusive rights to re-launch and manufacture the back catalogue of Danish architect and furniture designer Magnus Læssøe Stephensen (1903-1984). He was a multi talent, an Architect who also designed furniture, cutlery etc. and for established brands as Fritz Hansen and Kay

Bojesen. To his contemporaries he was known for his particular style: a warm functionalism with references to both Bauhaus and Japanese arts and crafts. He had a flair for the ancient Japanese style and take on simplicity which he combined with Nordic materials.

His relentless versions and variations of design found their way into many homes, where they have survived for decades. Others as part of the permanent exhibition on MOMA in NY and at the Workers Museum in Denmark. Like his fellow colleagues of "The Golden Age" of Danish design some now show up as collectors' items in auctions across Europe, the US and Japan. Others has been out of sight or long gone until Mazō now takes up the mantle and reintroduce them.

## Continuation of a Midcentury design idiom

Mazō also partners with new and skilled designers, with products that have all sprung out of a desire to provide people with aesthetic designs made for living and through craftsman-ship will raise the

quality of peoples' lives. "We believe that the most foresighted design can be created by embracing the past. But it is also important for us to stay true to the revolutionary part of this heritage. Therefore, we cooperate with new talented designers, who all continue the design language we see in Magnus Læssøe Stephensen", says the founder Magnus Stephensen.

Mazō is a design brand with a full collection of furniture and lighting. Their contrasting designs where straight lines meet soft curves - characterized by lightness and weight at once - is an embodiment of the 'midcentury' functionalism that seep into all of Mazō's designs.

"It is that kind of iconic design significance, material joy and honest quality that continues to make the whole world enthusiastic about Nordic functionalism and what Mazō is all about", ends Head of Design and partner Magnus Sangild.

With a solid background in the design industry from GUBI A /S, Rosendahl Design Group and By Lassen, the forces behind this new brand are not easily mistaken and nor the functionalistic universe with international and iconic design classics that are here to stay.

*"Just as foresighted and before his time my Grandfather was, it is equally important that all our design will last for many years and stays relevant for future generations"*

- Grandson and partner Magnus Læssøe Stephensen