

FRITZ HANSEN'S CHOICE 2016 - THE ANT™

Arne Jacobsen originally designed the Ant™ for the canteen at Novo Nordisk.

Today, the Ant™ is one of the collection's foremost icons. To start with, however, the Ant was close to ending up as yet another prototype, because Fritz Hansen was not convinced of the chair's potential. The chair survived the initial scepticism after Arne Jacobsen guaranteed to purchase any chairs that were manufactured himself should nobody else buy them.



REPUBLIC OF **Fritz Hansen**®

DESCRIPTION

In 2016, the Ant™ is being relaunched in a new, attractive edition. Fritz Hansen's design team now presents the beautiful one-piece shell chair in dyed grey oak veneer and with powder-coated bronze legs. A beautiful combination which perfectly suits the original, organic forms and which makes the Ant™ relevant in time.

Fritz Hansen's Choice 2016 the Ant™ is completely in keeping with Fritz Hansen's general design philosophy. The materials are sublime, pure and inviting, have clear references to Danish Design and the nearly silver grey colour will age gracefully. Due to its exquisite crafting the Ant™ will last for a lifetime in terms of both its design and quality.

DESIGN

Arne Jacobsen, 1952.



ARNE JACOBSEN 1902-1971

The collaboration between Arne Jacobsen and Fritz Hansen dates back to 1934. It was not until 1952 however that the team got its breakthrough with the Ant™. It was succeeded by Series 7™ in 1955, thereby enabling both Jacobsen and Fritz Hansen to write their names into furniture history.

Arne Jacobsen was incredibly productive, both as architect and designer. At the end of the 1950s he designed the SAS Royal Hotel in Copenhagen, also designing the Egg™, the Swan™, the Swan™ sofa and Series 3300™ for the same project.

Arne Jacobsen was and is an admired and outstanding designer and architect. The significance of Jacobsen's buildings and designs has made him a national and international treasure

CAMPAIGN SPECIFICATIONS

PERIOD

Launch in stores in Europe: September 1st 2016

Launch in stores in the rest of the world: October 1st 2016

In order to accommodate the launch date in stores within the EU, all orders must be with Fritz Hansen no later than July 15th 2016. Overseas orders to APAC, JP and USA must be received by July 6th 2016 at latest.

Fritz Hansen's Choice 2016 the Ant™ is sold for a limited period of 12 months, which runs from September 1st 2016 until September 1st 2017.

SUPPORT

The campaign will be supported via social media, Fritz Hansen's own digital channels, newsletter and through magazine advertising in the Nordic countries.

Adboard and Partner ads can be downloaded online from the download centre two weeks before it is launched in the stores.

Samples will be accessible on the Partner Portal.



VARIETIES & MEASUREMENTS

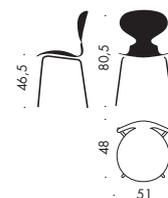
The shell is made from moulded veneer - beech on the inside and dyed grey oak on the outside. The base is made of 14 mm powder-coated steel pipe in a dark bronze colour with four legs and black leg ferrules. The range of accessories includes coupling brackets, transport dolly, seat and row numbers.

MODEL 3101 (4 LEGS, STACKABLE)

Seat height: 46.5 cm / Total height: 80.5 cm

Width: 51 cm (Width at coupling: 51 cm)

Depth: 48 cm



MODEL	DESCRIPTION	EURO, EXCL. VAT
3101	Ant, 4 legs, stackable, standard height 46.5 cm, powder-coated bronze legs	398