

DNA EUROPEAN DESIGN STUDIO

March 2006

DNA European Design Studio: San Diego, CA Newsletter

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Join

Hello!

Welcome to our monthly newsletter. We look forward to keeping you up to date on our exclusive furniture collections and design events...

GUBI chair from Denmark

Designed by Komplot



The **GUBI CHAIR** is the very first industrial product based on an innovative technique of moulding 3-D veneer - a process invented in Germany by Dr. Achim Möller and developed by the Reholz GmbH Company.

With all edges turned away from the human body, a soft organically shaped shell is formed, creating the characteristic "body" of the chair, that in its friendliness comforts you, invites you to touch, to caress it.

The **GUBI CHAIR** range is designed to be used in a variety of situations - from meeting rooms to conference rooms, from canteens and cafés to restaurants - and includes chairs, bar stools and armchairs with tubular or solid rod frames. A stackable

version is also available.

[Find out more....](#)

DNA Floor Sample Sale continues...

New furniture added!

By popular demand we will continue our **Floor Sample Sale**. Now is the time to pick up the amazing piece of furniture you have been dreaming of with no wait! **DNA** is having a **Floor Sample Sale** to make room for our fabulous new kitchen line [Valcucine](#) from Italy. Sale items include furniture from **Fritz Hansen, Erik Joergensen, Bo Concept, Moroso, JESSE**, and a sample kitchen from **HTH Denmark**.

Please contact **DNA** for current **Floor Sample Sale** furniture availability.

Find out more....

Modern classics from Hans J. Wegner

Made in Denmark by Carl Hansen & Son



Hans J. Wegner is one of the architects and designers who made Danish Design world famous. Wegner inscribes his name in the history of design first and foremost via a range of tables and chairs which are without predecessors in furniture design, yet stand in their own right as the most natural thing in the world.

The simple and elegant **CH318 table** embodies Wegner's ideology and spirit for simplicity. Wegner, with his unique understanding of wood, its possibilities and limitations, created many designs each with its own personality yet in a consistent language. The **CH318** is a modern classic, perfect for combining with the illustrious **CH24 chair**.

The **CH24 chair** or "Wishbone Chair" as it is often called, due to the shape of the back, is a light chair and even being an armchair, a relatively small piece of furniture. The curved hind legs and the semicircular top rail, together with the elegant Y- back, endow the chair with a gracious and welcoming air. The **CH24 chair** sits well, is spacious and allows its user to change position. Today the **CH24 chair** has developed into Wegner's and Carl Hansen's most popular chair by far.

PHOTO BY SOREN LARSEN

[Find out more....](#)

NEW extended Showroom Hours:

Monday - Thursday: 11 am - 7 pm + **Friday:** 11 am - 5 pm

Saturday - Sunday: 12 pm - 5 pm

Thank you!

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