

A close-up photograph of a brown upholstered sofa, showing the texture of the fabric and the contours of the cushions. The image is centered on a dark grey background. Overlaid on the sofa is the text "Defining a new language of modern elegance" in a white, elegant serif font.

Defining a  
new language  
of modern  
elegance

WENDELBO

# Step into the world of Wendelbo



Leaf through these pages and delve into a world of materiality and tactility, light and reflections. We invite you to untangle the multifaceted web of materials, designers, and details that interdependently comprise the world of Wendelbo. Our past and present.

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**Simplicity  
meets splendour**

Our collection embodies a coherent idiom, effortlessly blending the aesthetics of Northern simplicity and Southern splendour. From sleek lines to inviting curves, our designs exude a harmonious synergy whilst the considered curation of materials and attention to crafted detail further reinforce this distinctive design language. The result is a collection that speaks eloquently and cohesively.



Christian Ernemann  
CEO at Wendelbo

**Prologue**  
by Christian Ernemann

# The philosophy that fuels our journey

Welcome to our brand catalogue, where we delve into the heart of Wendelbo's design philosophy – defining a new language of modern elegance.

For us, 'modern elegance' celebrates minimalism without compromising on comfort, incorporating high-quality fabrics and finishes. Collaborating with some of the most talented designers of today, we aspire to be contemporary and forward-thinking in our designs. Whether it is delicate leather piping, beautiful stitching, or the subtle pleating in the back of a lounge chair, for us, elegance is the profound appreciation for handcrafted details that breathe life into our products. Elements that elevate our designs beyond the ordinary and ultimately enhance spaces with their presence.

For more than six decades, our journey has been shaped by unwavering dedication to design, a commitment to

craftsmanship, and a deep respect for our heritage. Though we have our roots in retail, our range is equally home in commercial settings. Responding to the demand for home-like comfort in contract environments, we have adopted a hybrid design language that seamlessly integrates into both residential and soft contract settings.

In this catalogue, we invite you to uncover the intricate threads that weave our story together. From our history in upholstery and craftsmanship to our collaborative ventures with visionary designers, our sustainability commitments, and our endeavours to bring the comfort of home to commercial spaces. We are overjoyed to have you join us on this journey of redefining spaces and elevating comfort in every corner of the world.



Dedication to Design  
Since 1955



## The first stitches

Starting as a small family workshop specialising in upholstery, the foundation stones of Wendelbo were laid in 1955. Six decades and three generations later, the story of the Danish family with a strong dedication to design continues to unfold and prosper, forever upholding the Wendelbo family's tenets of true craftsmanship. Today, Wendelbo is an international design company fusing uncompromising upholstery and complementing design icons.









**From Ideation to Design**  
Insights from our design team

# Collaborating with kindred spirits

At Wendelbo, we honour our Danish design heritage while freeing ourselves from the constraints of strict design paths. Dreaming up concepts with international designers, our collection bridges skilled craftsmanship and a sophisticated, international design signature. With insights from our in-house design team, we unveil the process of this creative exploration – from ideation to tangible design.

In our design process, we pay high regard to the individuality of each designer, recognising that every visionary possesses a unique design DNA – a creative fingerprint that lends depth to their work. We strive to work with designers from diverse cultural backgrounds, allowing international influences to enrich our collection. "Much like close friends who deepen their understanding of each other over time, we value

long-lasting collaborations with designers who align with our vision and aesthetics, while also embracing novel perspectives that challenge our preconceptions," explains Louise Mengel Læsø, Creative Manager at Wendelbo. The result is furniture that resonates with various lifestyles, cultures, and hybrid environments, spanning from soft contract to residential settings.

## **Embarking on a journey**

When introducing a new design to the collection, our main objective is to ensure that new designs address meaningful gaps within our existing range. We then craft a design brief, give it visual form, and extend the invitation to designers within our portfolio, emerging talents, or well-established designers in the design world.



**From Ideation to Design**  
Insights from our design team



Tristan Lohner

This shared understanding serves as the common ground for a design journey that not only celebrates individual creativity but also supports collective inspiration, resulting in notable designs.

**Design dialogues**

At the core of our collaborative design approach lies open and continuous dialogue between the designers and our own design team. Ideas flow freely, bouncing between conceptual sketches, material explorations, prototyping, refining, and testing. These exchanges foster an environment where ideas are refined, evolved, and ultimately transformed into tangible designs.

The recent collaboration with French Tristan Lohner is a great example of this process. Our collaboration has already resulted in several designs spanning multiple typologies. Being able to offer several typologies from the same designer allows for more cohesive settings. It can tie entire projects together and thereby establish a more consistent visual identity throughout.





AT THE FOREFRONT OF COMFORT

# Cultivating comfort with sheltering lines and statement silhouettes

From striking yet sophisticated proportions down to elegant and inviting curves, our collection encapsulates a considered and coherent design language of uncompromising upholstery and complementing designs. A collection that evokes a sensorial experience with exclusive tactile materials and handcrafted details.







# Forever moving forward

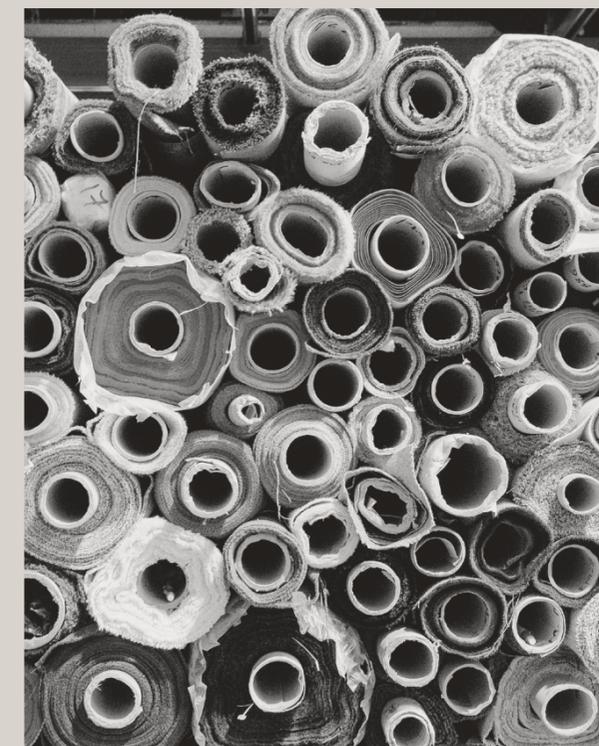
In the following pages, we delve into insights shared by Christian da Silva Wendelbo. Christian serves as the Managing Director of our production facilities in Vietnam and represents the third generation of the Wendelbo family. He sheds light on a significant aspect of our corporate commitments: our aim to nurture a secure, inclusive, and empowering work environment for all our employees. This feature takes us through the early stages of our ventures in Vietnam, the core values that underpin our facilities, BSCI audits, and our aspirations for the future.

## **A tribute to our team**

“In 2007, Christina and Lars Wendelbo embarked on an adventure, relocating to Vietnam to establish new production facilities in Ho Chi Minh City. Back then, our team was quite modest, with about 20 employees. Now, we’ve grown to a workforce of several hundred,” reflects Christian, who

took over the mantle of management upon their return to Denmark a year later.

During these initial stages, Lars and Christina introduced an extensive training programme for their employees. The programme provided the team with the necessary skills and expertise to excel in the art and craft of upholstery. Since then, this valuable knowledge has been passed down from one employee to another over the years. Christian highlights the importance of having a steady and dependable team, emphasising that the creation of our designs relies on their skilled hands. He adds, “Today, nearly two decades later, the profound impact of that initial training is clearly visible in the remarkable quality of our upholstered designs.” He places particular emphasis on the unwavering dedication of our employees at all levels, with special recognition for those within our production team, many of whom have been part of our journey from the very beginning.



### **Like ripples in water**

Christina and Lars envisioned a workplace where employees would feel like part of a family. Right from the start, their goal was to create a production site in Vietnam that mirrored the high standards and values found in Denmark. Christian shares, "I've worked hard to respect and live up to these values by supporting team cohesion and in general ensuring the well-being of our employees. I've adopted a more transparent management style, drawing inspiration from modern Danish workplaces. Our goal has always been to empower our team and actively engage them in the decision-making processes."

Apart from ensuring a safe and caring work environment, we also strive to adhere to the criteria and high standards set by external entities. To emphasise our commitment towards our social responsibilities, we have put our production facilities through rigorous BSCI audits. Christian explains, "Achieving a favourable BSCI rating demands excellence on all levels, and we're very pleased to have succeeded. It's not only a source of pride but also an ongoing responsibility we wholeheartedly embrace". He adds, "It is important to note

that the BSCI rating requirements will become increasingly strict in the future. Our high rating should therefore by no means be seen as complacency. Our suppliers are also facing growing demands, and in this way, the positive outcomes of our BSCI audits can spread outward, much like ripples in water."

### **A steadfast commitment**

Our social responsibility represents just one aspect of our broader corporate commitments. In Christian's concluding remarks, he accentuates, "Creating a safe and caring working environment is not just words but values that define us. Our team's dedication fuels our daily inspiration, reinforcing our commitment to making a positive impact." Indeed, this commitment extends to all facets of our corporate responsibilities, including our efforts to select more sustainable materials, reduce waste, and minimise our energy consumption. Although this journey remains ongoing and occasionally challenging, we are steadfast in our commitment to its enduring progress.



**"Creating a safe and caring working environment is not just words but values that define us. Our team's dedication fuels our daily inspiration, reinforcing our commitment to making a positive impact"**

Christian da Silva Wendelbo

INTRIGUING THE SENSE OF TOUCH

# Immersed in a realm of materiality, tactility, light and reflections

From deep heavyweight bouclé to the inherent warmth of wood, our collection embodies a rich tapestry of materials, carefully curated to complement each other while elegantly accentuating the handcrafted details of our designs.







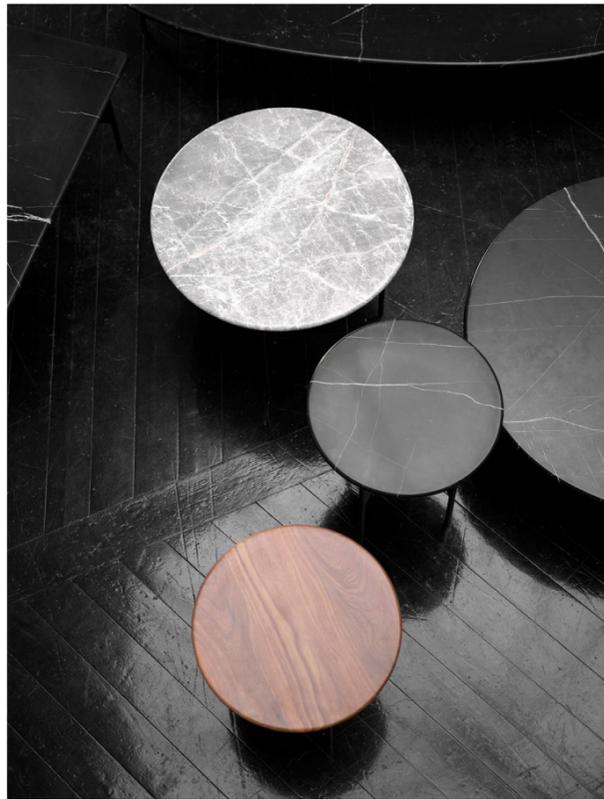
DESIGNS SPEAKING IN VOLUMES

# Modularity guided by upholstered precision and repeated proportions

Whether a compact configuration for a living room or a grand iteration with multiple directions is needed, our collection of modular sofas prompts a fresh take on modularity with engaging levels and dimensions that speak volumes in any spatial context.









Jonas Wagell



**Modularity Matters**  
Q&A session with Jonas Wagell

# Navigating the terrain of complexity

In the world of design, the journey often leads us down tricky pathways where creativity and functionality meet. The acclaimed Swedish designer, Jonas Wagell, has skilfully navigated this terrain, etching a permanent mark on the world of modern design. His creative nucleus, the JWDA studio, was founded in 2008. Today, the studio resides within the charming confines of a converted car repair shop in central Stockholm though the reach of his collaborations extends far beyond the heart of Scandinavia, from Asia to Italy and across the Atlantic to North America.

inating perspectives on his method for modular design, a recurring theme in his recent collaborations with Wendelbo. In this enlightening Q&A session, we embark on a journey to understand the allure of this approach and delve into the fine balance required to keep things simple while navigating the complexities that arise.

**Q: Modularity often rhymes with an abundance of possibilities. How do you prevent modularity from becoming too complex and compressive for the end user?**

Wagell's initial venture into design was ignited by his fascination with graphics, print, and typography, resulting in a design philosophy that beautifully combines simplicity with expressiveness. In a candid conversation with Wagell, he provided fas-

A: Modular design must be informed by an intuitive approach, not guided by an admiration for complex solutions. In my opinion, complexity doesn't have much value by itself, but can sometimes be necessary to reach a simplistic result. I always strive to create distinct and straightforward prod-



## Modularity Matters

Q&A session with Jonas Wagell

ucts, and modular concepts are no different. I believe strong design should be easy to grasp and instantly recognisable - that's how some objects become iconic.

**Q: What makes modularity successful? And how do you find the right balance between aesthetics and functionality?**

A: In all honesty, I'm not all too excited about the concept of modular design from an aesthetic perspective. It can easily take on a sort of corporate and contract expression, which feels a bit outdated and not so friendly and inviting. The challenge is instead to create furniture which meets modular functionality and can be used in a variety of configurations. I believe this has been successful with the Formal Shelving which is based on very few components that can be combined to address diverse needs - from low side tables to free-standing room dividers. At the end of the day, good design should trigger emotions and desires to be kept, maintained, and passed on, rather than replaced or discarded. This is the ultimate functionality.

**Q: You have designed the Formal Shelving and the Panorama Sofa for Wendelbo. How did your approach to modularity differ in these two very different typologies?**

A: With the Formal Shelving everything is disclosed and visible, so as a designer task it has a more restricted framework. The idea originates from the desire to create a visually light structure with as few unique parts as possible, which can be assembled

intuitively by the user without tools. It's a classic designer dream, for sure! With Panorama, a lot of the repetition and problem-solving is invested in the construction of the sofa modules. Here, parts of the concealed bases are repeated and multiplied to achieve cost efficiency and synergy in production, which in return can save cost in favour of more attention to detail.

**Q: Modularity is associated with grids and structures, as seen in Formal Shelving. How was it to work with Panorama's modularity, which is more organic in its expression?**

A: Visually a sofa and a shelf are of course very different, but conceptually they both offer a similar challenge in terms of problem solving. Modular design, just as architecture in many regards, is a puzzle to solve with a restricted number of pieces. A framework with requirements and limitations. In architecture, it can be about standard dimensions for functions and utilities, as well as the repetition of structural parts. With furniture, a large part of the framework is how the object relates to a space, how its dimensions can provide comfort and functionality, and of course, the economy of things.

**Q: You frequently work with repetition in your designs. What happens to a design when design elements are repeated?**

A: I think it's not so much that repetition creates good design, but that natural aesthetic requires a programme, something that regulates the form. This is very much



## Modularity Matters

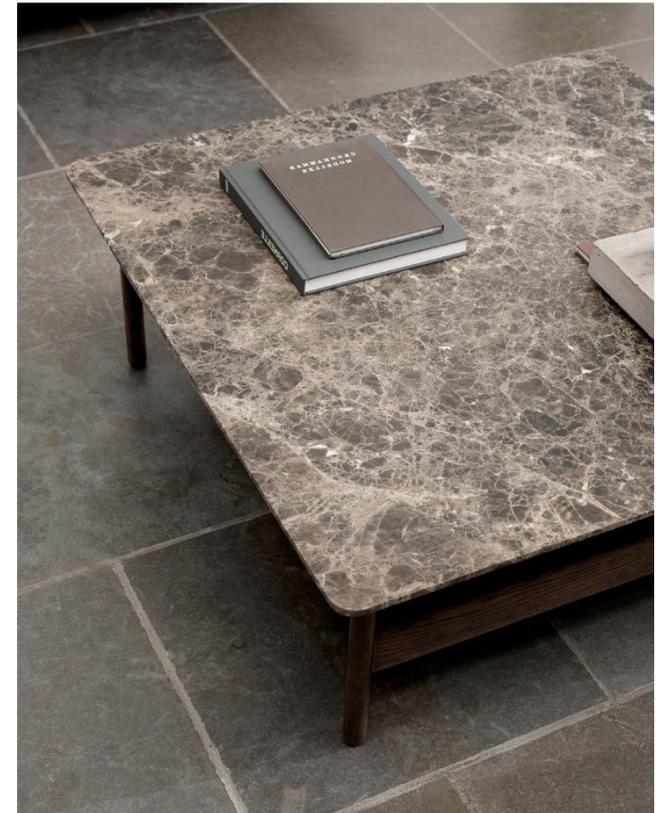
Q&A session with Jonas Wagell

the case with architecture as well, where you often refer to a grid or a framework with a natural repetition – partly for economy, but also to achieve a visually calm and collected expression. Iconic products typically have one main character that stands out instantly. It's like an elevator pitch for the eye.

**Q: You have a natural talent for sorting through solutions and possibilities when it comes to defining and designing modular concepts. Have you always been like this, or are there specific personal or professional experiences that guide your approach?**

A: As a person, I suppose I'm quite organised and structured which surely helps to envision and enjoy these types of endeavours. Conceptualising is just one part of the work, where the real commitment is invested in the technical side of things with countless drawings and specifications with diversions and amendments.

At the same time, with a background in graphic design and communication, I have always been drawn to the visually simple and concepts with a distinct story and vocabulary. I believe this is particularly meaningful with modular designs. When it comes to architectural work, I very much appreciate and respect the programme phase and believe the best architecture is the quiet one, designed from the inside out – and not the other way around.



**”At the end of the day, good design should trigger emotions and desires to be kept, maintained, and passed on, rather than replaced or discarded. This is the ultimate functionality.”**

Jonas Wagell



# Bringing the comfort of home to commercial spaces

Within commercial design and architecture, there has been growing interest in creating spaces that evoke the warmth and comfort of home. Fundamentally, the concept revolves around achieving a nuanced balance between utilitarian functionality and aesthetic appeal. This approach not only breathes new life into spaces but also promotes productivity, encourages connections, and leaves a lasting impression.

Featuring insights from the renowned Note Design Studio and their Ovata collection, this section explores essential elements that can infuse the comfort of home into commercial spaces.

## Comforting textures

To begin, a warm and inviting colour palette, like those found in domestic settings, contributes profoundly to enhancing the ambience. At Wendelbo, we include earthy tones, soft hues, and subtle contrasts in our palette, effectively balancing the austere feel often associated with traditional commercial spaces. In the same vein, materials are effective in creating an atmosphere of comfort. Within our collection, you will find a carefully curated range of textured materials like wood, natural stone, and fabrics, all with the remarkable ability to soften any space, making visitors feel at ease.

Similarly, for Note, the overarching goal behind the Ovata series was to craft a concept that not only looked and felt comfortable but also communicated comfort through its design language. As they put it: "Our design philosophy always strives for authenticity and clarity. When a product



## A Seamless Integration

Note Design Studio



appears soft, it must genuinely offer that comfort when seated.”

The Ovata series extends its design philosophy across several typologies, including dining, bar, and lounge seating as well as a dining table, conveying the same characteristics into new material pairings. Reflecting on their material choices in the Ovata design, Note ponders: “Tactile elements are indeed crucial in the design process as effective design communicates with both the body and mind simultaneously, and Ovata embodies this principle.”

### A longing for calmness

Incorporating the comfortable, home-like atmosphere of residential spaces into commercial venues is a strategic approach that genuinely cares for the well-being of visitors and employees. This goal can be achieved by creating easy-to-navigate layouts, communal spaces, inviting corners, and soft seating arrangements. Given the fast-paced nature of our modern world, there is a growing longing for calmness and places to sit in peace and quiet. High-backed sofas and lounge chairs play a significant role in transforming workplaces and hospitality settings by seamlessly introducing this sense of shelter.

Note has wholeheartedly embraced this principle of always considering the end user when creating the Ovata collection. In their own words: “Whether it’s a lounge chair for your home or for shared spaces, our focus remains on the end user. Our

## A Seamless Integration

Note Design Studio



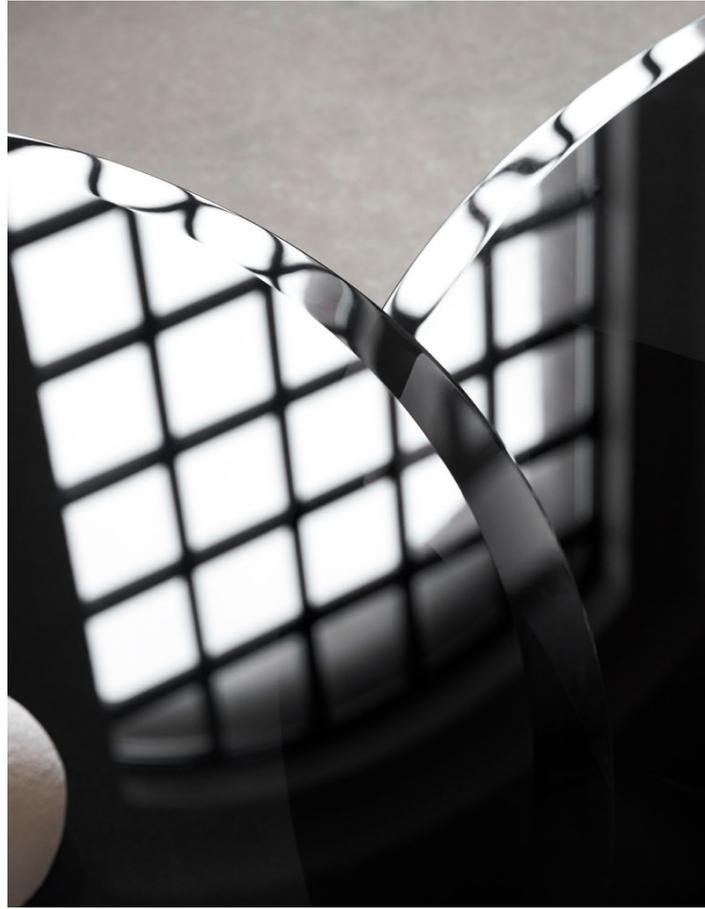
designs seek to evoke positive emotions through sight and touch, ensuring that those who use our designs feel cared for, knowing we considered them during the creative journey.”

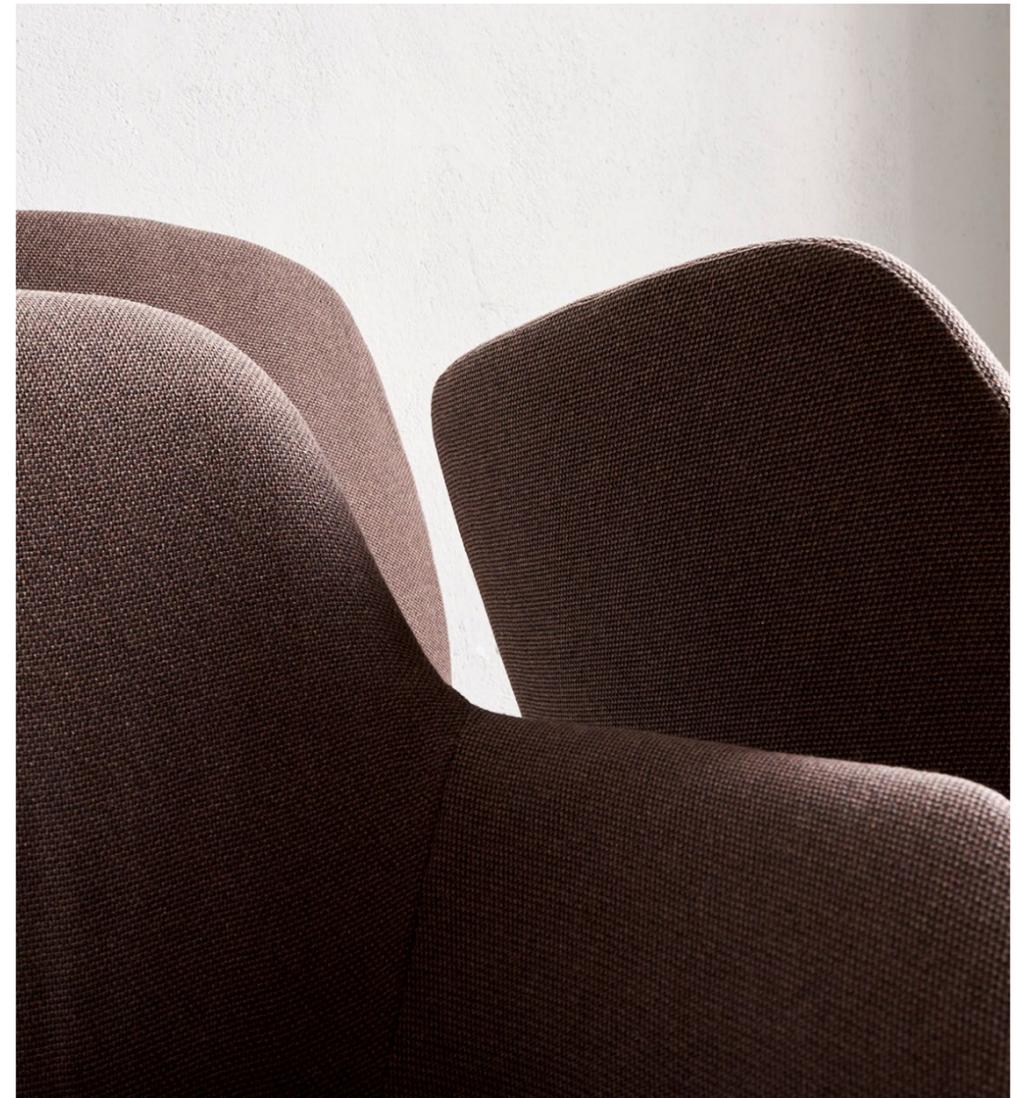
This approach not only changes how we see things but also transforms how we engage with commercial spaces. It creates chances for social interaction as well as moments of reflection and relaxation.

As we try to create a balance between work and leisure, bringing comfort to commercial spaces is not only an aesthetic pursuit but a profound consideration for the well-being and experience of those who inhabit these environments. By carefully combining textures, materials, and design elements, we can turn commercial spaces into places that not only inspire but also nurture.









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