



OKSEN™

Known for his organic and soft lines in designs like the Swan™ and the Ant™, Arne Jacobsen surprised design connoisseurs all over the world when he first introduced Oksen in 1966. Reflecting its name - meaning 'the bull' in Danish - Oksen was big, bold and powerful. All three features characterise Oksen in 2017, as we relaunch this outstanding yet somewhat overlooked Arne Jacobsen furniture piece.



REPUBLIC OF **Fritz Hansen®**

BRING BACK BOLD

To make any lounge setting superior - in a private home or a corporate office - we introduce Oksen™ by Arne Jacobsen. Unlike many of Arne Jacobsen's other designs, Oksen was not designed for a specific architectural project. It was a product of years of experimenting by Arne Jacobsen. The chair was considered quite rare among critics due to its short original production period as well as its controversial yet powerful expression. The voluminous Oksen represents edge and personality and like its predecessor - the Egg™ - it inhabits a room like no one else.

It took Arne Jacobsen nothing less than five years to develop the Oksen design. In contrast to many of his earlier pieces that are characterised by rounded, organic shapes, this easy chair has a much sharper outline. Arne Jacobsen always wanted to surprise the public and Oksen was a project he repeatedly returned to with many variations in the years 1962-66 before it finally took shape in 1966. Indeed it can be defined as the largest and most distinctive chair that Arne Jacobsen ever designed.

The chair is both distinctive and definite in its language, and the inspiration is clearly the American recliner type that Jacobsen had seen in the United States. In addition, it can be seen as a counter reaction to the perception of Jacobsen as a designer who previously worked with a soft sculptural form. Oksen is also sculptural but in a completely different tight form and designed in a style that is in line between the soft royal furniture and the tighter Oxford™ furniture in Fritz Hansen's collection.

DESIGN

Arne Jacobsen, 1966.



ARNE JACOBSEN 1902-1971

"If I have a philosophy, it must be to sit at my drawing board."

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 Aní™. 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.

LAUNCH SPECIFICATIONS

PERIOD

Available in store from: October 1st 2017.

Available to order from: June 1st 2017.

In order to accommodate the launch date in stores within the EU, all orders must be with Fritz Hansen no later than August 1st 2017.

LEAD TIMES

Standard configurations lead time: 7 weeks, ex-works.

DEALER TERMS

Min. purchase of one chair. Additional retail display discount applies.

SUPPORT

Leather samples will be available on our Partner Portal.

Oksen™ will be supported on our social media and digital channels, through our newsletter and print advertising and in Republic of Fritz Hansen stores from October 1st 2017.

Adbboards and Partner ads can be downloaded from the Partner Portal under Downloads from August 1st 2017.



WARRANTY

Standard warranty: 5 years

My Republic Extended Warranty:

5 years: Lacquered base, Swivel, Automatic return, Leather: Extreme

10 years: Base, Shell, Leather: Classic, Elegance

UPHOLSTERY

Oksen™ comes in leather only and in three different leather types: The beautiful Elegance leather and the strong Classic leather in black or Walnut and finally in Extreme leather in black only.

Whilst the chair looks graphical and almost faceted shaped when you look at it from the side and from the back, the actual seating part is softened by a foam and down seat and foam layered neck. The seat will soften in time as the chair slowly ages with beauty.

Furthermore, the back of Oksen is handstitched just like the Egg™ while the front side is sowed.

The leather selection for Oksen consists of:

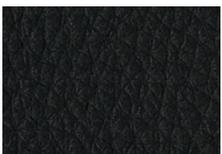
EXTREME LEATHER

Black



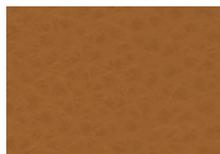
CLASSIC LEATHER

Black



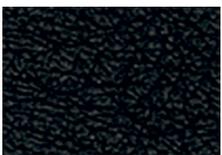
CLASSIC LEATHER

Walnut



ELEGANCE LEATHER

Black



ELEGANCE LEATHER

Walnut



BASE

The base of the chair is the original and recognisable Arne Jacobsen 5-star base, and the base of the matching footstool is the 4-star base. Furthermore the columns of the chair is also available with return mechanism.

The base is available in the following two versions:

Black powder coated aluminium



Satin polished aluminium



THE RELAUNCH OF OKSEN™ IN 2017

The 2017 version of Oksen™ is first and foremost available in black Extreme leather at a superb price. Extreme leather hides are unique pieces characterised by several types of beauty marks - from insect bites to shades formed by the bone structure. All of which make this leather type not only quite rare in its expression, but tells the tale of an original and natural material. Add a matching footstool with an aluminium or black powder coated base for the complete bold and superior Oksen experience.

The relaunch of Oksen also means improved quality and seating. For our design and development team it was critical to make sure the chair would fit nowadays ergonomics and seating standards while keeping the original design. The solution was found by increasing the height of the back by 5-7 cm and made the front armrest width 2-3 cm slimmer.

Oksen is overall a firm chair. One of the peculiarities of this chair is that Arne Jacobsen did not leave any drawings of it behind. The 2017 design is therefore built from analysing an Oksen museum piece only, a piece that was not even allowed for touching. Hence, redesigning Oksen was both a challenge and a journey into Arne Jacobsen's design mindset. The renewed Oksen is built from a wooden construction and made with moulded foam. The firm parts of the chair are layered with felt to soften the wooden inner shell without compromising with the fitted look - just like it is done with our Poul Kjærholm sofas.