

abstracta

For Immediate Release - June 7, 2023

ACOUSTIC EXPERTS ABSTRACTA OPENS NEW COPENHAGEN SHOWROOM IN KUGLEGÅRDEN



In conjunction with this year's 3 Days of Design, Swedish acoustic design brand Abstracta opens a new showroom, designed by Note Design Studio, in the historic Kuglegården building at Danneskiold-Samsøes Allé 15 in Copenhagen. There, Abstracta will be showing several of their acoustic solutions, from carefully designed screens and absorbents to innovative furniture where the acoustic function is integrated.

On Arsenalön, an island long owned by the Danish military is Kuglegården, which began construction in 1741 and was completed 30 years later. The impressive military facility was for a long time used for the storage of cannonballs – hence the name. Today, these historic and protected buildings have been carefully and respectfully restored and transformed into a bustling and inspiring place where several of Denmark's most prominent design actors reside.

In this magnificent and beautiful environment, Note Design Studio, one of Sweden's most acclaimed and award-winning design studios, has carefully interpreted the historic premises to allow contemporary design to bring this place into a new era.

"It's a fantastic venue, with all the rough and rustic, but it can also be a challenge to make modern design work naturally in such an environment and to still give the rooms a feel of the future, despite all the history. We chose the concrete as our starting point; to use the raw expression of the concrete and its neutral gray, calming color. We also wanted to highlight the products in a simple and stripped-down way, where each object still stands out in all the fantastic space that the premises offer, says Susanna Wåhlin, Interior Architect at Note Design Studio.



Abstracta will share its new showroom with Lammhults, Ragnars, and Fora Form, all of which, like Abstracta, is part of the Lammhults Design Group – one of the Nordics' leading suppliers of design furniture to the contract market, where Abstracta is already well-established on the Danish market.

Lammhults Design Group has chosen to gather the four brands in the same environment to give visitors a deep and inspiring experience that shows how the modern way of working in the new era needs new solutions that promote both productivity and concentration, as well as people's creativity and well-being in different types of environments. Products that are as functional as they are aesthetically pleasing.



Photographer: Erik Lefvander

In the new showroom, visitors will be able to experience everything from comfortable and flexible furniture to highly functional panels and other elegant, sound-absorbing solutions. Always with a very high degree of design in the driver's seat.

Common to the DNA of the four brands is the high-class craftsmanship and a strong focus on sustainability and good design – always with the common goal of creating healthy and attractive environments that are optimized to promote meetings between people.

"A fantastic showroom awaits visitors, an incredible place with space, where old rustic materials meet new and unexpected. Visitors get a lot of experience with them on a visit. It would have been easy for Abstracta and the other brands to settle for just moving into this already unique venue, but together with us at Note, they have now raised the bar a few notches and created something unexpected and very inspiring, with crisp material encounters as the backdrop for a curated furniture selection", says Susanna Wählin.

The brand new Abstracta Showroom opens during 3 Days of Design on June 7.

Wednesday June 7th

10.00 am - 11.00 am Grand opening

10.30 am - 13.00 pm Bubbles & Bites

02.00 pm - 06.00 pm Cocktails

Thursday June 8th

11.00 am - 13.00 pm Bubbles & Bites

02.00 pm - 06.00 pm Cocktails

Friday June 9th

11.00 am - 13.00 pm Bubbles & Bites

02.00 pm - 06.00 pm Cocktails

Address: Danneskiold-Samsøes Allé 15, ground floor, 1434 Copenhagen, Denmark

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For high-resolution images visit the Grand Relations [Press Room](#)

For further information and interview requests, contact Tove Regnander, Co-Founder & Senior PR Advisor, Grand Relations, tove@grandrelations.com | +46 76 785 58 01 or PR Consultant Maria Claesson, maria@grandrelations.com | +46 76 947 19 00

About Abstracta

Abstracta has created better soundscapes since 1972 and is a true pioneer in the acoustic field. Today, Abstracta is the market leader in the Nordics and offers a wide range of solutions for different types of environments and needs – from carefully designed acoustic panels and sound absorbents to innovative furniture where the acoustic function is integrated. In close collaboration with some of today's most influential designers, Abstracta are constantly exploring new ways to create better acoustics. The timelessly designed products are always made of the best possible materials – preferably natural, sustainable, or recycled materials and since Abstracta does not mix materials, the products are easy to both repair and recycle. At the moment, 86 percent of the products are Möbelfakta-certified.

Abstracta has over 70 employees and is part of the Lammhults Design Group and both the head office and factory are located in Lammhult in Småland, Sweden. More than half of sales are exports and Abstracta has several showrooms around the world, including in London, Stockholm, Copenhagen, Oslo, Paris, and Milan. In spring 2023, a brand new showroom will be opened in Kuglegården in Copenhagen. Over the years, Abstracta has received several prestigious awards and nominations. For example, Holly Acoustic Light was

named the winner of both the "Best of Year Award" by Interior Design and "Product of the Year 2022 - Lighting, Tech & Accessories" by Mix Interiors.

Read more at: www.abstracta.se

About Note Design Studio

Note is a Stockholm-based design studio working within the fields of architecture, interiors, products, graphic design, and design strategy. The studio was founded in 2008 and has won many awards, including Wallpaper Design Awards and Elle Decoration Swedish Design Awards, and many more.

Read more at: www.notedesignstudio.se