

GETAMA[®]



SINCE 1899



GETAMA[®]

DANMARK

Getama er indbegrebet af noget ægte dansk. Nok noget af det mest danske design, som overhovedet findes.

Getama tager sin begyndelse i 1899 i den nordjyske by Gedsted, hvor en ung, innovativ og driftig snedker ved navn Carl Pedersen fik den lyse idé at bruge Limfjordens store mængder af tang til fremstilling af madrasser. Deraf navnet Gedsted Tang- og Madrasfabrik.

I en tid, hvor de fleste havde madrasser bestående af halm eller lyng, skulle det vise sig, at behovet for mere komfortable og fjedrende madrasser var stort. Behovet var faktisk så stort, at Carl Pedersen allerede året derpå måtte bygge et nyt og større værksted.

Sortimentet af madrasser blev suppleret, og i 1910 lancerede Gedsted Tang- og Madrasfabrik sin første senge- og møbelkollektion.

Det noble håndværk, den fine kvalitet og den høje service havde gjort fabrikken til en velestimeret og landskendt virksomhed, men det var samarbejdet med møbelarkitekten Hans Wegner, der gav Gedsted Tang- og Madrasfabrik sit internationale gennembrud som møbelvirksomhed. Et gennembrud, som også krævede et kortere og mere internationalt navn.

I 1953 blev Gedsted Tang- og Madrasfabrik derfor til Getama.

Efter mere end 100 år er Getamas ambition om at skabe innovative og arkitekttegnede møbler til detail- og kontraktmarkedet stadig intakt. Vi ønsker med vores nye showroom i det indre København at vise et bredt udsnit af vores kollektioner i forskellige miljøer. Dette er også vores ønske med dette katalog.

God læselyst.

Getama is the very epitome of something authentically Danish. It is probably the most shining example imaginable of Danish Design.

Getama was founded in 1899 in the North Jutland town of Gedsted, where a young, innovative joiner by the name of Carl Pedersen had the brilliant idea of using seaweed from the Limfjord – of which there was a plentiful supply – to make mattresses. Hence the name Gedsted Tang- og Madrasfabrik (Gedsted Seaweed and Mattress Factory).

At a time when most people used mattresses stuffed with straw or heather, it transpired that more comfortable and supportive mattresses were in great demand.

In fact, the new mattresses proved so popular that Carl Pedersen was obliged to build a new and bigger workshop the following year.

The range of mattresses gradually expanded, and in 1910, Gedsted Tang- og Madrasfabrik launched its first bed and furniture collection.

The excellent craftsmanship, the fine quality and the superior level of service had made the factory renowned and respected throughout Denmark, but it was the working relationship with Hans Wegner, the furniture architect, that helped Gedsted Tang- og Madrasfabrik make its international breakthrough as a furniture company.

As a result of this breakthrough, the company had to come up with a shorter and more international name, and so in 1953, Gedsted Tang- og Madrasfabrik became Getama.

After more than a century, Getama's ambition is still to create innovative, architect-designed furniture for the retail and contract markets. Our aim in opening our new showroom in the centre of Copenhagen is to present a broad cross section of our collections in various settings. Which is also our intention with this catalogue.

Enjoy!

MONDIAL

NANNA DITZEL



GE 259

HANS J. WEGNER



CLOTH CLOTH

RASMUSSEN &
ROLFF



GE 34

HANS J. WEGNER





GE 460

HANS J. WEGNER



GE 285
HANS J. WEGNER





GE 236

HANS J. WEGNER



GE 370

HANS J. WEGNER



TABLES GE 80-88

HANS J. WEGNER





GE 290

HANS J. WEGNER



CIRCLE

BLUM & BALLE



1200 SERIES

BERNT



GE 34

HANS J. WEGNER



GE 34

HANS J. WEGNER





RING CHAIR

NANNA DITZEL



GE 280

HANS J. WEGNER





GE 290

HANS J. WEGNER

GE 285

HANS J. WEGNER





KOLDINGHUS

HANS J. WEGNER

CENTURY 2000

HANS J. WEGNER



GE 501

HANS J. WEGNER



CENTURY 2000

HANS J. WEGNER





GE 465

HANS J. WEGNER

DESIGNERS

Hans J. Wegner (1914-2007)

Wegner bliver af mange betragtet som den ukronede møbelarkitekt i moderne dansk design. Med en baggrund som møbelsnedker formåede Wegner om nogen at forene håndværk af meget høj klasse med en skulpturel og funktionel formgivning. Wegner var med til at gøre dansk design verdensberømt, hvilket Getama også kom til at nyde godt af, da virksomheden indledte et samarbejde med arkitekten i 1949.

Wegner kom ofte til Gedsted og opholdt sig i flere dage på fabrikken, hvor han snedkererede, finpudsede og justerede de nye møbler, indtil de tilfredsstillede hans æstetiske smag og var udformet på en sådan måde, at de også kunne produceres.

Wegner blev én af Getamas hovedarkitekter og tegnede adskillige mesterværker for virksomheden. Blandt hans møbler kan nævnes GE 290, GE 236, GE 258 og GE 460.



Hans J. Wegner (1914-2007)

Many people consider Wegner to be the uncrowned king of modern Danish furniture design. Having trained as a joiner, Wegner succeeded better than anyone else in uniting craftsmanship of the very highest class with sculptural and functional design.

Wegner also played a key role in making Danish Design famous worldwide – from which Getama benefited hugely when the company entered into a working relationship with the architect in 1949.

Wegner often visited Gedsted and spent many days at the factory, joining, refining and adjusting the new furniture until it satisfied his sense for aesthetics, and its design was appropriate to production processes.

Wegner became one of Getama’s principal architects and designed several true master-pieces for the company.

Leading examples of his work include GE 290, GE 236, GE 258 and GE 460.

Nanna Ditzel (1923-2005)

Blandt alle de mandlige møbelarkitekter var der også en kvinde, som udmærkede sig med sit innovative syn på form, funktion og materialer. Hun hed Nanna Ditzel og med hendes utraditionelle tilgang til design, var hun med til at forandre måden, vi er sammen på i et rum.

Nanna Ditzels design var præget af organiske former, kulørte miljøer og lette proportioner - ofte med en overraskende eller uventet drejning.

Nanna Ditzel var uddannet som møbel- og rumdesigner fra Kunsthåndværkerskolen og drev i mange år tegnestue med sin mand Jørgen Ditzel.

I anledning af fejringen af Getamas 100-års jubilæum indledte virksomheden et samarbejde med Nanna, hvor hun blandt andet tegnede Joy - en serie af møbler, der havde til formål at raffinere et soveværelses indretning. Hun tegnede også den organiske Mondial-kollektion bestående af en sofa og en lænestol.



Nanna Ditzel (1923-2005)

In the midst of all the male furniture architects, there was one woman who stood out through her innovative approach to shape, function and materials.

Her name was Nanna Ditzel, and with her unconventional perspective on design she helped change the way we interact in a given space.

Nanna Ditzel’s design was distinguished by organic shapes, colourful environments and light proportions – often with a surprising or unexpected twist.

Nanna Ditzel trained as a furniture and room designer at Kunsthåndværkerskolen (The Danish School of Arts and Crafts) and ran a studio for many years with Jørgen Ditzel, her husband.

In celebration of Getama’s centenary year, the company entered into a working relationship with Nanna, which led to her developing Joy, a range of furniture intended to refine bedroom design. She also came up with the organic Mondial collection, comprising a sofa and an armchair.

Bernt (1937)

Bernt er udlært møbelsnedker og efterfølgende uddannet på Kunsthåndværkerskolen, hvor han også fungerede som underviser. I 1963 åbnede Bernt sin egen tegnestue, hvor han løser opgaver af forskellig karakter.

Bernt er kendt og anerkendt for sin måde at arbejde med møbelstrukturer på. Hans flair for at minimere materialeforbruget er med til at gøre hans formsprog let og elegant.

Bernt har igennem sin karriere udmærket sig ved sine fornemme snedkermøbler og sine mere industrielle produktioner af møbler til koncerthuse, teatre og auditorier.

I samarbejde med Getama har Bernt siden 1986 løst en række store prestige-fyldte opgaver som indretningerne af Århus Teater, Odense Teater, Stærekassen, Aarhus Universitet, Arkitektskolen, LIFE med flere.



Bernt (1937)

Bernt trained as a furniture joiner and subsequently studied at Kunsthåndværkerskolen, (The Danish School of Arts and Crafts) where he also taught classes. In 1963, Bernt opened his own studio, where he takes on commissions of all kinds.

Bernt is known and, indeed, famous for his approach to working with furniture structures. His flair for minimising material consumption contributes to making his design idiom light and elegant.

Over the course of his career, Bernt has distinguished himself with his exquisite joiner furniture and his more industrial productions of furniture for concert halls, theatres and auditoriums.

Since 1986 and in collaboration with Getama Bernt has completed a range of prestigious commissions such as interior design solutions for Aarhus Theatre, Odense Theatre, the Stærekassen Theatre in Copenhagen, Aarhus University, The School of Architecture and LIFE.

2R Rasmussen & Rolff

I 1978 dannede Leif Erik Rasmussen (1942) og Henrik Rolff (1944) tegnestuen 2R i det indre København. De begge er uddannet som møbeldesignere fra Danmarks Designskole i 1968.

Rasmussen & Rolff beskæftiger sig især med funktionerne omkring arbejdspladser ud fra en ergonomisk vinkel. De har igennem årene tegnet mange smukke, gennemarbejdede og velgennemtænkte kontormøbler, der i dag står på adskillige arbejdspladser. Deres møbler har igennem årene høstet flere priser.

Leif Erik Rasmussen og Henrik Rolff indledte deres samarbejde med Getama i 2006 og har blandt andet skabt en serie af lette møbler i træ og stål.



2R Rasmussen & Rolff

In 1978, Leif Erik Rasmussen (1942) and Henrik Rolff (1944) established the 2R design studio in central Copenhagen. They both graduated as furniture designers from the Royal Danish Academy of Fine Arts, School of Design, in 1968.

Rasmussen & Rolff focuses in particular on workplace functions as viewed from an ergonomic perspective.

Over the years, the company has designed a variety of attractive, well-worked and thoroughly thought-out office furniture solutions, which are to be found today in a great many workplaces. The designers have also won many awards and prizes for their furniture.

Leif Erik Rasmussen and Henrik Rolff started working with Getama in 2006, since when they have created a range of light furniture in wood and steel, for example.

Blum & Balle

Blum & Balle er en tegnestue grundlagt i 1997 af Henrik Blum (1960) og Rune Balle (1957). Begge er uddannet fra Danmarks Designskole på linjen for Møbel og Redskab i henholdsvis 1991 og 1992.

Én af tegnestuens spidskompetencer er udvikling af funktionalistiske møbler til kontraktmarkedet, hvor ergonomi, fysiologi og æstetik er i centrum.

Det kan ligeledes bemærkes, at Blum & Balle var det første industrielle designfirma i verden, der lod sig certificere efter ISO 9001 kvalitetsstandarden. Det skete i 2004, og formålet var at kunne dokumentere over for kunder og samarbejdspartnere, at tegnestuen mestrer selv de mest komplicerede produkt-, udviklings- og projektstyringsprocesser.

Getama har lige indledt et samarbejde med Blum & Ball om en ny kollektion af møbler.



Blum & Balle

Blum & Balle is the name of a design studio founded in 1997 by Henrik Blum (1960) and Rune Balle (1957), both of whom graduated from the Royal Danish Academy of Fine Arts, School of Design – Furniture and Utensils line – in 1991 and 1992, respectively.

One of the spearhead competencies of their studio is the development of functionalist furniture for the contract market, where the emphasis is very much on ergonomic, physiological and aesthetic considerations.

It is also noteworthy that Blum & Balle was the first industrial design company in the world to be certified in accordance with the ISO 9001 quality standard. They took the decision to do so in 2004 with the objective of being able to provide both customers and partners with documentation proving that their studio masters even the most complex product, development and project management processes.

Getama has recently entered into a working relationship with Blum & Balle for a new furniture collection.

Art direction and design

Mintstudio

Photo

Mikkel Heriba

Styling

Christine Rudolph

Text

Jakob Hundborg

GETAMA®

DANMARK



GETAMA DANMARK AS

Holmmarkvej 5
9631 Gedsted
Denmark

Phone: +45 9864 5300

Mail: info@getama.dk

Showroom Copenhagen
Frederiksgade 1, III
1265 Copenhagen K

Phone: +45 3332 1334