

& Tradition®



Press Release

Little Petra
Viggo Boesen
1938

&Tradition is pleased to announce the launch of Little Petra by
Viggo Boesen



Little Petra VB1

Viggo Boesen

Product category

Lounge chair

Environment

Indoor

Materials

Wood, HR foam, polyester wadding, fabric upholstery

Dimensions (cm/in)

H: 75cm / 29.5in, D: 85cm / 33.5in, L: 80cm / 31.5in,
Seat height: 40cm / 15.7in,
Seating depth: 52cm / 20.5in.

Colours

All fabrics available with white oiled oak or oiled walnut legs.

Design year

1938

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Initially introduced in 1938, Little Petra won instant praise at the Copenhagen Cabinetmakers Guild Exhibition, subsequently winning awards at exhibits in New York and Berlin. It's one of just a few designs by architect Viggo Boesen, who became associated with Denmark's signature design aesthetic in the 1930s called 'funkis style', which was distinguished by a softer, more abundant, organic aesthetic that challenged the minimalistic approach of Bauhaus.

In those days, people would visit a carpenter, much like a tailor, to order custom-made furniture. Boesen partnered with one of the most highly respected cabinet-makers of his time, A.J. Iversen, who was awarded the Danish Order of the Dannebrog for his fine craftsmanship. Customers would visit A.J. Iversen at his workshop, located at one of the best addresses in Copenhagen, for unique editions by Boesen and his design contemporaries.

It's where Boesen's Little Petra was made-to-order by hand for private clients. With only about 30 pieces ever made, we are thrilled to bring this forgotten gem back to life. In fact, this year, 2018, marks the 80-year anniversary of Little Petra. A design no doubt influenced by Boesen's international perspective, inspired by his trip in 1934 to New York.

Named after Boesen's mother-in-law, Little Petra is indeed surprisingly petite, able to fit into all kinds of spaces, interiors and environments. Low to the ground, open and embracing, it embodies the essence of a lounge chair, allowing for all kinds of seating positions in any cosy setting imaginable. A lot of work has gone into ensuring the utmost comfort, from the seat to the upholstery. Respecting Boesen's love of natural materials, the legs of the chair have been crafted in oak or walnut. The result is an endearing lounge chair that beckons you to stay.

"Little Petra is a real find from the archives of Danish design", explains &Tradition CEO & Founder Martin Kornbek Hansen. "Although not very well known by the public at large, Boesen's work contributed to the overall Danish aesthetics back in the 1930s. We're so pleased to honour his original concept, adding a new page to



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the history books.“ A forerunner to what later became known as Danish Modern, Little Petra is a beloved gem with a new future to look forward to.

Viggo Boesen was a little known architect associated with Denmark’s design aesthetic in the 1930s, most notably for popularising the funkis style. Unlike the Bauhaus school of thought, Boesen championed a softer, organic and almost naïve approach to design. Even though only a few of his designs were ever produced, his expressive lingo was a precursor to the Danish Modernism movement that subsequently followed.



Established in 2010, &Tradition is a Danish design company that reworks design icons from past masters and creates tomorrow’s classics in collaboration with contemporary designers, upholding the tenets of craftsmanship to produce furniture, lighting and accessories that meet modern needs for function, comfort and beauty.



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