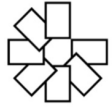




Ogeborg

Press release 2024-02-05





Ogeborg

Ogeborg and Monica Förster Design Studio present the exhibition and rug collection: *I Inherited a Forest*

At Stockholm Design Week in February 2024, Ogeborg and Monica Förster Design Studio present *I Inherited a Forest*, a collaboration inspired by nature around Dorotea, in south of Lappland, Sweden. The exhibition showcases rugs together with photographs of the landscapes that inspired the collection. The pieces are portrayed in a catalog with photography by Osman Tahir and words by Clara Block Hane. The rug collection *I Inherited a Forest* consists of ten rugs and wall hanging tapestry named; The Mountain, The Marsh, The Heather, The Mountain Heath, The River and The Forest.

I inherited a forest. I turned the forest into rugs.

Avaträsk, Dorotea, Southern Lappland. I never wanted to come here, always longed to get away. To me, the forest had only ever been a bunch of trees. I didn't see what I see now. But my father died, and I inherited a forest. I thought about selling that too initially, but I didn't want to be hasty, and maybe I didn't want to cut ties altogether.

Sweden is so big, and the forest is a part of us. It is the origin for many, and an enormous source of our country's prosperity. The forest inspired me to create rugs, and it wasn't only the forest that taught me about the rugs – the rugs taught me about the forest, too.

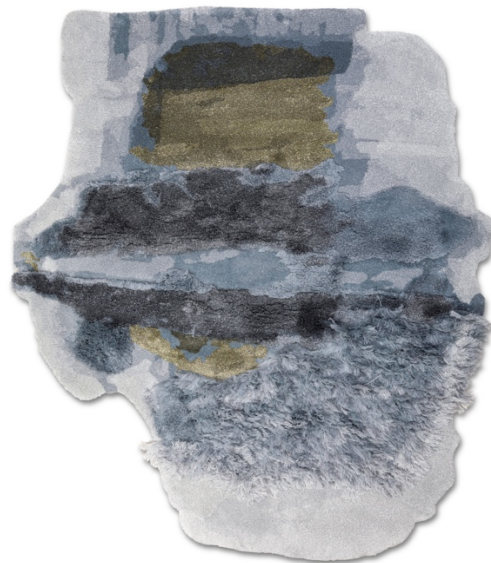
Why do we go into the woods and up into the mountains? Why do we sit and behold the ocean? What does it mean for us as people?

To me, the rugs have been a way to come closer to that, and I think this is the beginning of an artistic exploration that has the potential to become much more.

- Monica Förster



The Mountains (rug)



The River



Ogeborg aims to deliver long-term sustainable textile carpets and floors, of the highest quality and with a sustainable certified production that has the least possible environmental impact.

The collection consists of hand-tufted rugs made in Portugal and printed rugs made in Italy. The yarn is a mixture of mainly wool and viscose/tencel.

The exhibition *I Inherited a Forest* is showcased during Stockholm Design Week, February 5th-9th. Address: Restaurant MESS, Mäster Samuelsgatan 19, entrance around the corner on Mellangatan





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The Mountains (rug)

Hand-tufted

Size: 2,00 x 3,00 m

Material: Wool and viscose
(sustainably cultivated eucalyptus)

Price: approx. 17 000 SEK/m²



The Mountains (wall)

Hand-tufted

Size: 1,50 x 1,30 m

Material: Wool and viscose
(sustainably cultivated eucalyptus)

Price: approx. 17 000 SEK/m²



The Marsh

Hand-tufted

Size: 2,00 x 2,60 m

Material: Wool and viscose
(sustainably cultivated eucalyptus)

Price: approx. 12 900 SEK/m²



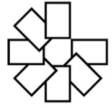
The Heather (rug)

Hand-tufted

Size: 2,00 x 3,00 m

Material: Wool and viscose
(sustainably cultivated eucalyptus)

Price: approx. 12 900 SEK/m²



Ogeborg



The Heather (wall)

Hand-tufted

Size: 1,20 x 1,60 m

Material: Wool and viscose
(sustainably cultivated eucalyptus)

Price: approx. 12 900 SEK/m²



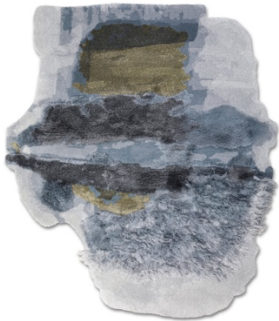
The Mountain Heath

Hand-tufted

Size: 1,70 x 3,20 m

Material: Wool and viscose
(sustainably cultivated eucalyptus)

Price: approx. 12 900 SEK/m²



The River

Hand-tufted

Size: 2,00 x 2,30 m

Material: Wool and viscose
(sustainably cultivated eucalyptus)

Price: approx. 17 000 SEK/m²



The Forest Day

Contract print

Roll

Size: 4,00 m (width)

Material: Wool

Price: approx. 1 450 SEK/m², upon request

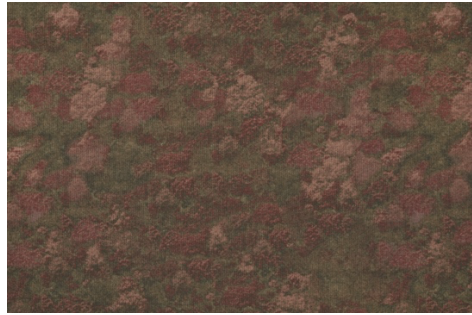
**The Forest Night**

Contract print

Roll

Size: 4,00 m (width)

Material: Wool

Price: approx. 1 450 SEK/m², upon request**The Heather**

Contract print

Roll

Size: 4,00 m (width)

Material: Wool

Price: approx. 1 450 SEK/m², upon request

The sizes and colours of the rugs are specially designed for the exhibition in connection with Stockholm Design Week but can be made in other sizes upon request.

For further information, please contact:

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High-resolution images are available at www.trendgruppen.se/imagebank

About Monica Förster Design Studio

Making the necessary unforgettable and the functional fascinating – that's what Monica Förster Design Studio is about. Since the studio was founded in 1999, it has created furniture, everyday goods, interior details, exhibitions and public interiors for producers worldwide. As one of Scandinavia's most internationally established design agencies, Monica Förster Design Studio has clients such as Alessi, Artifort, Bernhardt, De Padova, Georg Jensen, Fredericia, Offecct, Orrefors, Poltrona Frau, Svenskt Tenn, Rörstrand, Tacchini, Tecno, Zanotta and Zanat.

The basis is a close collaboration with the client, often with inspiration from the company's history and from visits to craftsmen and factories. Monica Förster is the founder and creative director of the studio also working with the vision and strategy. She also works as Creative Director for several companies, for example Zanat. Monica Förster is often invited as a jury member in committees for international awards.

She had her breakthrough in 2002 with "Cloud" for Snowcrash, a wayward and poetic screening room designed for a public environment. The independent expression is a hallmark – the studio is deeply rooted in the Scandinavian design language and at the same time has a clear design language of its own.

Monica Förster has received the award "Designer of the Year" five times – three times by Swedish ELLE Interior and twice by Residence Magazine. In 2021 she received the prestigious Mathsson Prize and in 2023 Monica Förster was named "AW Designer of the Year" by the design magazine Architektur & Wohnen. Her work is represented in the permanent collection of the National Museum in Stockholm, the Röhsska Museum in Gothenburg and Nasjonal-museet in Oslo. Her work has also been exhibited at MoMA in New York and the V&A in London.



About Ogeborg

Timeless carpets in sustainable materials, carefully selected yarns, skilled craftsmanship, established designers, lowest possible climate footprint and a company with a long family tradition.

The rugs in this catalog are made by Ogeborg – a company that is also a story of parents, childhood and heritage.

For 20 years, Helene Ogeborg has been CEO of the carpet company that was founded in 1963 by her father Paul Ogeborg, and in which her mother Gull-Britt Ogeborg soon also worked with the company. In the first years, Ogeborg was run from home at the kitchen table, and during the upbringing of Helene and her brother Jan – the whole family was involved.

The focus was high-quality carpets for private and public environments, and when Jan Ogeborg became CEO in the 1990s, he brought a contemporary and innovative focus on the environment. An important decision was to operate in Europe to ensure good working conditions, non-toxic manufacturing and reduced transport footprint. When Helene Ogeborg took over in 2003, high quality and durability were still a matter of course, and to that she has added a strong design orientation with her sense for the expressive. It includes collaborations with designers such as Axel Bjurström, Claesson Koivisto Rune, Josefin Tolstoy, Sundling Kickén, Alexander Lervik, Tekla Evelina Severin, Luca Nichetto and Note Design Studio. In addition to hand-tufted and hand-woven carpets, the range includes all types of textile floors as well as leather, cork and quartz stone. Over the years, Ogeborg has received several design prizes and awards, including the "German Design Award 2018," "Residence Grand Design Award 2019 – Accessory of the year," and "Plaza Interiör's Honorary Award 2022 – On the floor."