

New design

COLLECTION

SPRING 2024



DAN  FORM

SCANDINAVIAN DESIGN • INTERNATIONAL LIVING



“Good design is not just what looks good. It also needs to perform, convert, astonish, and fulfill its purpose.”

Ivan Chermayeff

It's finally time

TO SHOW YOU OUR SPRING 2024 DESIGNS!

I am thrilled to present our Spring 2024 News Collection!

The Spring 2024 News Collection is an encouragement to embrace renewal, growth and discovery of something new. It is filled with optimism and a love for design, with the aim of making a positive impact on its surroundings.

At the heart of our design philosophy is the belief that great products can transform the way you interact. Our designs are made with you in mind, from the materials used to the intricate details of each design.

Our chairs are more than just a place to sit. They are an extension of who you are and what you can achieve. They are crafted to support your body, your mind, and your soul, so that you can be your very best self.

Best regards,



SANNE PROTIN

Designer & CEO at DAN-FORM

Inspired by

NORDIC VIBES

Drawing inspiration from our Nordic surroundings, the 2024 Collection conveys unique experiences and encourages a sense of calmness and togetherness.

Trends of natural elements are being combined with contemporary glamour and nostalgic charm, resulting in each of our new designs communicating their unique story.

Our inspiration for the collection has 3 major themes:

1. The Power of Nature - Our designs are infused with a sense of harmony and the calming elements of nature, finding inspiration in warm Autumn colours and delicate pastels, wood elements and natural, organic shapes.

2. Everyday Glamour - With a subtle shimmering effect, our captivating new upholstery enhances the overall design elements, bringing a touch of sparkle to your everyday moments.

3. Nostalgia - Celebrating elegance of the past, some of our new creations feature high backrests reminiscent of prominent, regal chairs, and one design features a mid century inspired trumpet swivel base that elevates the graceful expression.

We take pride in creating designs that are not only beautiful but also functional and inspiring. Whether you are transforming your home or business, we are confident that our collection offers something to make your space feel unique.

Trending

NATURE'S OWN COLOURS



Our 2024 colours are Major brown, Frosted almond, Creole pink, Blue fog and Obsidian black.



Major Brown
Bouclé fabric
w. shimmer



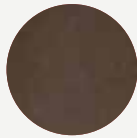
Frosted Almond
Bouclé fabric
w. shimmer



Creole Pink
Bouclé fabric



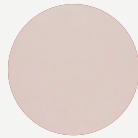
Blue Fog
Bouclé fabric



Major Brown
Faux leather



Frosted Almond
Faux leather



Creole Pink
Faux leather



Blue Fog
Faux leather



Major Brown
RPES bouclé
w. shimmer



Frosted Almond
RPES bouclé
w. shimmer



Obsidian Black
RPES bouclé
w. shimmer





DESIGNED BY
Morten Georgsen



BAE

Armchair

Inviting and powerfull all at once, the BAE armchair comes with an attitude. The armrests are an elegant extension of the back and combined with a soft padded seat featuring pocket springs, BAE offers many comfortable hours around the table.

PRODUCT DETAILS

Designer: Morten Georgsen

H: 80 cm

W: 65 cm

D: 58 cm

SH: 48 cm

Cbm/pcs: 0.175 m³



INSPIRATIONAL COMBINATIONS

The BAE armchair can be custom ordered in various combinations:



Frosted almond bouclé fabric w. antique brass legs



Creole pink bouclé fabric w. black legs



Blue fog bouclé fabric w. antique pewter legs

BUCKLE

Chair

With a touch of futuristic elegance the BUCKLE chair offers a playful design. The formpressed wooden wave in the back supports a molded foam backrest, and solid wood legs complete look.

PRODUCT DETAILS

Designer: Jacob Amtorp

H: 83 cm

W: 56.5 cm

D: 58 cm

SH: 46.5 cm

Cbm/pcs: 0.091 m³



INSPIRATIONAL COMBINATIONS

The BUCKLE chair can be custom ordered in various combinations:



Major brown bouclé w.
walnut legs



Pebble grey bouclé w.
whitewashed oak legs



Frosted almond bouclé
w. walnut legs



DESIGNED BY

Jacob Amtorp





DESIGNED BY

Erling Pallesen



CLEMENTINA

Chair

The exquisitely formpressed seat and backrest showcase a harmonious blend of veneer on the outside and luxurious upholstery on the inside. CLEMENTINA offers a playful charm with slim tube legs extended up the back adding character and a light look.

PRODUCT DETAILS

Designer: Erling Palleesen

H: 80 cm

W: 49 cm

D: 54.5 cm

SH: 46.5 cm

Cbm/pcs: 0.093 m³



INSPIRATIONAL COMBINATIONS

The CLEMENTINA chair can be custom ordered in various combinations:



Raven black faux leather w.
black stained ash veneer and
black legs



Raven black faux leather w.
whitewashed oak veneer
and black legs



Raven black faux leather
w. walnut veneer and
black legs

DOLO

Chair

The DOLO chair is the embodiment of refined elegance. The soft upholstered seat and back on a formpressed shell combined with trumpet-shaped legs, is a nod to the iconic midcentury aesthetic. The swivel legs offer a convenient auto-return functionality.



PRODUCT DETAILS

Designer: Santiago Sevillano

H: 84 cm

W: 58 cm

D: 58 cm

SH: 49.5 cm

Cbm/pcs: 0.165 m³

INSPIRATIONAL COMBINATIONS

The DOLO chair can be custom ordered in various combinations:



Blue fog bouclé
w. antique pewter swivel
legs



Frosted almond RPES
bouclé w. antique brass
swivel legs



Major brown RPES bouclé
w. black swivel legs



DESIGNED BY

Santiago Sevillano



SWIVEL LEGS
WITH
AUTO-RETURN



DESIGNED BY

Sanne Protin



EPIC

Table

The EPIC table is a grand statement piece with a luxurious trumpet base of veneered wood. Its tempered glass table top creates the illusion of lightness and allows for a view into the architectural construction of the table.

PRODUCT DETAILS

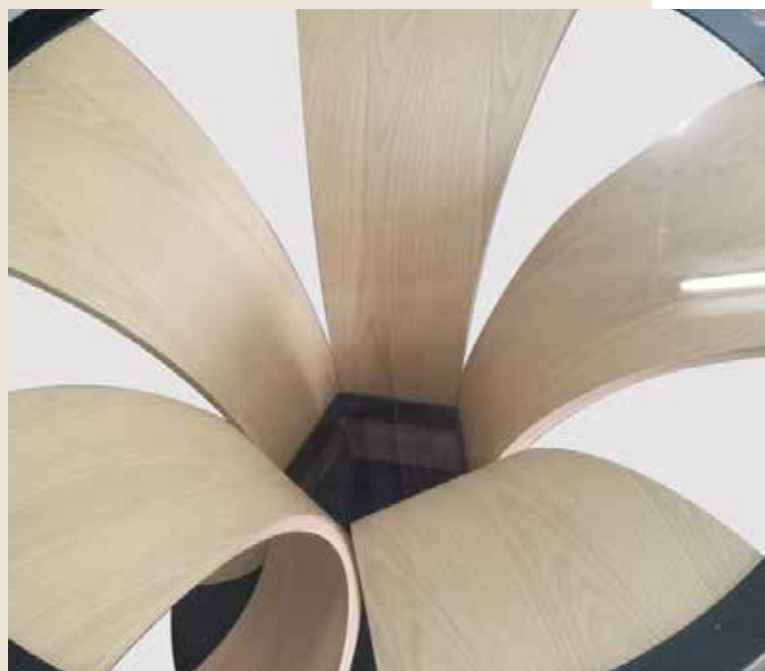
Designer: Sanne Protin

H: 75 cm

Ø: 150 cm

Table top thickness: 12 mm

Cbm/pcs: 0.423 m³



INSPIRATIONAL COMBINATIONS

The EPIC table can be custom ordered in various combinations:



Whitewashed oak veneer
w. black metal base



Black stained ash veneer
w. antique pewter base



Walnut veneer
w. antique brass base

FRIYAY

Bookshelves

The FRIYAY bookshelves offer stylish veneered bentwood shelves for a playful and contemporary look.

FRIYAY is available with 4 shelves, 6 shelves and a 6 shelves desk version for optimal usage of space.

PRODUCT DETAILS

Designer: Morten Georgsen

4 shelves	6 shelves / w. desk
H: 122 cm	H: 191 cm
W: 90 cm	W: 90 cm
D: 35.5 cm	D: 35.5 cm / 55.5 cm
Cbm/pcs: 0.144 m ³	Cbm/pcs: 0.218 / 0.249 m ³



INSPIRATIONAL COMBINATIONS

The FRIYAY bookshelves can be ordered in various combinations:



4-shelves
Walnut veneer w.
antique brass frame



6-shelves
Whitewashed oak veneer
w. black frame



6-shelves desk
Black stained ash veneer
w. antique pewter frame



DESIGNED BY

Morten Georgsen





SWIVEL LEGS
WITH
AUTO-RETURN

GLAM

Swivel chair

The popular GLAM chair now comes with swivel legs as an extension of the GLAM collection. The elegantly angled swivel legs have a convenient auto-return functionality.

PRODUCT DETAILS

Designer: Sanne Protin
H: 82 cm
W: 50 cm
D: 51.5 cm
SH: 50 cm
Cbm/pcs: 0.166 m³

INSPIRATIONAL COMBINATIONS

The GLAM swivel chair can be custom ordered in various combinations:



Major brown bouclé fabric w. black swivel legs



Frosted almond bouclé fabric w. antique brass legs



Pebble grey bouclé fabric w. black legs

A VIEW FROM ALL SIDES

The GLAM chair with a high back has many interesting angles



GLAM

High back chair

The GLAM high back chair has a prolonged backrest, which creates a regal expression. The seat offers soft curves, organic shapes and a superb seating functionality.

PRODUCT DETAILS

Designer: Sanne Protin

H: 94 cm

W: 58 cm

D: 64.5 cm

SH: 49 cm

Cbm/pcs: 0.182 m³



DESIGNED BY

Says Who



HEY

Armchair

Our HEY chair is a fusion of the familiar and the new. The fabric and faux leather in a 2-shell combination complements the embracing shape of the artfully rounded back and armrests, and the conical legs apply a level of elegance.

PRODUCT DETAILS

Designer: Says Who

H: 77 cm

W: 47 cm

D: 56 cm

SH: 49 cm

Cbm/pcs: 0.127 m³



INSPIRATIONAL COMBINATIONS

The HEY armchair can be custom ordered in various combinations:



Major brown faux leather,
w. major brown bouclé and
black legs



Raven black faux leather
w. raven black bouclé and
black legs



Frosted almond faux leather
w. frosted almond bouclé
and antique brass legs

OHMY

Chair

At first glance a playful, easy-going chair. When you look closer the OHMY chair offers so much more: Sophisticated design details such as a delicately rounded seat and back, as well as elegant leg details that elevate the OHMY chair from its simplistic expression to a design gem.



PRODUCT DETAILS

Designer: Says Who

H: 82 cm

W: 48 cm

D: 57.5 cm

SH: 47 cm

Cbm/pcs: 0.135 m³

INSPIRATIONAL COMBINATIONS

The OHMY chair can be custom ordered in various combinations:



Creole pink faux leather
w. antique brass legs



Blue fog faux leather w.
antique pewter legs



Cognac faux leather w.
black legs



DESIGNED BY

Says Who



MIX & MATCH
Select the table
top and the leg
finish you like

INSPIRATIONAL COMBINATIONS

The OOID bar table can be
custom ordered in various
combinations:



Black stained ash veneer
w. black legs



Walnut veneer
w. antique pewter legs



Whitewashed oak veneer
w. antique brass legs

OOID

Bar table

Fabulous OOID as a bar table with the characteristic cross legs with rounded details, and a practical square table top with beveled edges for a light look.

PRODUCT DETAILS

Designer: Sanne Protin

H: 106.5 cm

W: 70 cm

D: 70 cm

Cbm/pcs: 0.167 m³

INSPIRATIONAL COMBINATIONS

The OOID café table can be custom ordered in various combinations.



Walnut veneer
w. antique brass legs



Whitewashed oak veneer
w. antique pewter legs



Black stained ash veneer
w. black legs

MIX & MATCH

Select the table top and the leg finish you like

OOID

Café table

With its graceful expression and a practical square table top, the OOID café table is ideal for any café or restaurant setting. Place multiple tables together for larger settings.

PRODUCT DETAILS

Designer: Sanne Protin

H: 74.5 cm

W: 80 cm

D: 80 cm

Cbm/pcs: 0.217 m³

OOID

Table, round and oval

The OOID table is now available with new leg colours with our antique finish (brass and pewter) and an option to mix and match to create the ideal combination of table top and legs for your space.

PRODUCT DETAILS

Designer: Sanne Protin

Oval:

H: 75 cm

W: 220 cm

D: 110 cm

Cbm/pcs: 0.576 m³

Round:

H: 75 cm

Ø: 120 cm

Cbm/pcs: 0.323 m³



INSPIRATIONAL COMBINATIONS

The OOID table can be custom ordered in various combinations:



Walnut veneer
w. antique brass legs



Whitewashed oak veneer
w. antique pewter legs



DESIGNED BY

Sanne Protin



MIX & MATCH

Select the table
top and the leg
finish you like



DESIGNED BY

Ebbe Gehr



PARAGON

Round table

With aesthetic appeal and a creator's vision, the PARAGON table stands out with its characteristic legs that mirror those of our popular PARAGON chair. A softly rounded edge on the table top provides a harmonious look.

PRODUCT DETAILS

Designer: Ebbe Gehl

H: 74 cm

Ø: 122 cm

Cbm/pcs: 0.692 m³



INSPIRATIONAL COMBINATIONS

The PARAGON table can be custom ordered in various combinations:



Black stained ash veneer



Whitewashed oak veneer



Walnut veneer



PROTOPIA

Shelf

With a delicately bent veneer front the PROTOPIA shelf is a piece of art in itself. It hangs "floating" from the wall with no visible support for a light and airy feel.

PRODUCT DETAILS

Designer: Sanne Protin

H: 8 cm

W: 120 cm

D: 21 cm

Cbm/pcs: 0.033 m³

INSPIRATIONAL COMBINATIONS

The PROTOPIA shelf can be custom ordered in various combinations:



Whitewashed oak veneer



Walnut veneer

INSPIRATIONAL COMBINATIONS

The PROTOPIA rack can be custom ordered in various combinations:



Walnut veneer



PROTOPIA
Large



PROTOPIA
Small



Whitewashed oak veneer



PROTOPIA

Rack

The multifunctional PROTOPIA rack comes with 9 (optional) S-shaped hooks. It is perfect for displaying bathroom items, hanging kitchen towels or even hanging coats.

PRODUCT DETAILS

Designer: Sanne Protin

Large:

H: 8 cm

W: 120 cm

D: 21 cm

Cbm/pcs: 0.033 m³

Small:

H: 8 cm

W: 120 cm

D: 6 cm

Cbm/pcs: 0.012 m³

ROOT

Table

Take in the sculptural and majestic ROOT table. Drawing inspiration directly from nature in the tree trunk-inspired legs, combined with amazing craftsmanship to keep the table looking light, the ROOT table will be the centerpiece of any space.

PRODUCT DETAILS

Designer: Thomas Frederiksen

H: 74 cm

W: 220 cm

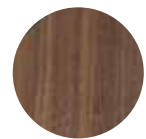
D: 110 cm

Cbm/pcs: 0.436 m³



INSPIRATIONAL COMBINATIONS

The ROOT table can be custom ordered in various combinations:



Walnut



Whitewashed
oak



DESIGNED BY

Thomas Frederiksen





DESIGNED BY

Says Who



SMIZE

Armchair

SMIZE is a cheeky statement. The upholstery forms a characteristic bulky edge around the plush backrest and the front legs are extended, adding charm and a playful feel.

PRODUCT DETAILS

Designer: Says Who

H: 76.5 cm

W: 64 cm

D: 58 cm

SH: 49 cm

Cbm/pcs: 0.109 m³



INSPIRATIONAL COMBINATIONS

The SMIZE armchair can be custom ordered in various combinations:



Pebble grey bouclé
w. black legs



Pebble earth bouclé
w. black legs



Major brown bouclé
w. black legs

UTOPIA

High back chair

Stately elegance exudes from the UTOPIA high back chair. Its organic shapes and the prolonged backrest ensures a superb seating comfort whilst small design features keep it interesting from all angles.

PRODUCT DETAILS

Designer: Says Who

H: 98.5 cm

W: 54 cm

D: 56 cm

SH: 49 cm

Cbm/pcs: 0.187 m³



INSPIRATIONAL COMBINATIONS

The UTOPIA chair can be custom ordered in various combinations.



Frosted almond bouclé
w. antique brass legs



Major brown bouclé
w. black legs



Pebble grey bouclé
w. black legs



DESIGNED BY

Says Who



New designs 2024

BRING IN SOMETHING NEW

Inspired by the past and always looking towards the future, our new designs are created to last. We take great pride in offering designs that are not only beautiful but also functional and comfortable.



BAE
Armchair



BUCKLE
Chair



CLEMENTINA
Chair



DOLO
Swivel chair



EPIC
Table



FRIYAY
4 shelves



FRIYAY
6 shelves



FRIYAY
6 shelves desk



GLAM
Swivel chair



GLAM
High back chair



HEY
Armchair



OHMY
Chair



OIDD
Bar table



OIDD
Café table



PARAGON
Round table



PROTOPIA
Rack & Shelf



ROOT
Table



SMIZE
Armchair



UTOPIA
High back chair

Bestsellers

IN NEW ATTIRE

Our 2024 colours will also be available on some of our bestselling items. And as always, you are welcome to contact us for any special requests.



Get in touch

LET'S TALK

We value your interest in our products and are excited to provide you with more information regarding pricing, delivery times, and any other details you may require.

We are always happy to assist you to ensure that you have all the necessary information to make an informed decision when selecting our products.



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