



PRESS RELEASE

**MENU's Heritage Design Collection expands**

## MENU's Heritage Design Collection expands with the acquisition of Brdr. Petersen and global rights for all Ib Kofod-Larsen designs

MENU is pleased to announce its acquisition of Brdr. Petersen and original designs by the legendary Danish designer Ib Kofod-Larsen (1921-2003) adding to its growing Heritage Design Collection. MENU is proud to now hold all rights for Ib Kofod-Larsen products and archives globally.

Masterworks from Ib Kofod-Larsen's family's collection and the Brdr. Petersen portfolio will soon appear alongside softly minimal contemporary designs by acclaimed contemporary designers such as Norm Architects, Anderssen & Voll and Afteroom within the MENU collection, resulting in a look rooted in the past while looking firmly forward.

*'The ultimate goal is to introduce handcraft designs that will last for generations to come,' says MENU's Brand & Design Director, Joachim Korbek Engell-Hansen. 'It seems only natural to include heritage designs within our portfolio that fit the MENU ethos for this purpose; these are designs that have already proven to withstand the test of time.'*

Offering customers around the world handcrafted, design masterworks is an expression of MENU's dedication to longevity and responsibility, as well as its focus on craftsmanship and storytelling. The latest acquisitions follow Designers Company's acquisition of By Lassen, a timely response to the international popularity of mid-century Scandinavian design.

*'The two new signings are a perfect match for MENU and the overall ambition to be the caretakers of both the past and present design tradition for future generations,'* adds Danny Feltmann, MENU's CEO.

MENU will launch the newly acquired designs from Brdr. Petersen internationally in 2022. Brdr. Petersen will continue to produce furniture for MENU in Fredericia, Denmark to ensure the quality of upholstery and craftsmanship. MENU's aforementioned Heritage Design Collection will include works by Ib Kofod-Larsen, Vilhem Lauritzen, Arthur Umanoff and Tove & Edvard Kindt-Larsen and will continue to grow in the years to come.

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# Background

## About Brdr. Petersen

Danish furniture maker Brdr. Petersen was established in 1973 by twin brothers Egon and Erling. Through changing times, Brdr. Petersen has retained the same ethos of honesty and commitment to quality that initially laid the foundation of the furniture workshop. Located in Fredericia, Denmark, a small team of dedicated upholsterers and craftsmen manufacture a carefully chosen range of furniture by some of the greatest Danish designers for a select audience worldwide.



## About Ib Kofod-Larsen

Furniture maker and architect Ib Kofod-Larsen (1921-2003) was one of the greatest design minds to emerge from mid-century Denmark, and his impact was felt across the world, especially in the United States. Kofod-Larsen, who is known for his exemplary seating, tables and storage solutions, understood that the attention to detail, quality materials and functional design ethos of the Scandinavian modernism style he followed would become part of a major international movement.



## About MENU

MENU is a Danish design brand, which sells contemporary furniture, lighting, and accessories in the premium segment to professionals and retail customers in more than 40 countries. The headquarters are located in “The Audo”, which is a hybrid of a showroom, a concept store and a boutique hotel – developed by the owners of MENU. The company was founded in 1978 and has around 90 employees who collaborate with talented designers to manufacture quality products rooted in the Scandinavian design tradition. MENU is owned by Polaris Private Equity and members of the company’s management and board of directors.

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## About Designers Company

Designers Company is the name of the company behind design company MENU, By Lassen and The Audo. The Designers Company group is owned by Polaris, Bjarne Hansen and members of the company’s management and Board of Directors.

