

Montana

MAKING ROOM FOR PERSONALITY

Press Release

February 2018

- NEW PANTON WIRE DARK CHROME-



Montana is adding a new shade to the versatile and well-known Panton Wire shelving system designed by Danish designer Verner Panton in 1971. The colour has been named Dark Chrome and along with a new dark marble top it makes a minimalistic, dark statement in the home.

True to Montana's heritage, the Danish company constantly challenges freedom, personal expression and flexibility. Panton Wire was born flexible, but with an addition of Dark Chrome adding itself to the existing chrome, Moulin Rouge, Black and Snow editions available in two depths - 20 cm and 38 cm – the system offers itself to even more home decors.

Montana is also adding a new top in Dark Marble to underline the roughness of the new Dark Chrome wire. The marble top adds itself to existing tops in Black, Moulin Rouge, Fjord, New White and Anthracite MDF in addition to smoked glass and white marble. All tops are available in two sizes.

Use Panton Wire as a bookshelf, coffee table or even as a room divider offering a light and airy solution to create separate areas in a large room.

The story behind Montana and Panton

Peter J. Lassen, founder of Montana, used to work closely with Verner Panton when he was the CEO of Fritz Hansen, then a family company until sold. Verner Panton used to joke with Lassen as he did not understand the Montana modular system until Peter J. Lassen added the colours. Then it all made sense to l'enfant terrible in terms of colour, Verner Panton.

All Panton Wire cubes come with brackets for wall mounting clips for horizontal or vertical joining of the cubes and feet for placement on the floor.

Verner Panton (1926-1998)

Breaking boundaries was the DNA of Verner Panton. He designed in new materials, created new shapes and challenged the entire colour universe. Panton thought and created with the imaginary vision of a child.

Verner Panton qualified as an architect in 1951 from the Royal Academy of Fine Arts, School of Architecture in Copenhagen and started working in Arne Jacobsen's studio. In 1955 he set up his own design studio. Verner Panton died way too early in 1998.



Panton Wire sizes:

H: 34.8 cm x 34.8 cm, D: 38 cm

H: 34.8 cm x 34.8 cm, D: 20 cm

Panton Wire Top sizes:

W: 34.8 cm x L: 34.8 cm H: 12 mm

W: 34.8 cm x L: 70.1 cm H: 12 mm

Colours:

The Panton Wire comes in the following lacquer colours:
Chrome, Black, Moulin Rouge, Snow and **Dark Chrome**

PRICES

Cubes:

Chrome-plated and lacquered steel, depth 20 cm, DKK 895, NOK 1.133, SEK 1.163, DE EUR 128

Chrome-plated and lacquered steel depth 38 cm, DKK 1,085, NOK 1,374, SEK 1,410, DE EUR 155

Top plates:

38x38 cm

Lacquer: DKK 250, NOK 317, SEK 325, DE EUR 36

Smoked glass: DKK 795, NOK 1.006, SEK 1,033, DE EUR 114

Marble Black/White: DKK 995, NOK 1,260, SEK 1,293, DE EUR 142

38x76 cm

Lacquer: DKK 350, NOK 443, SEK 455, DE EUR 50

Smoked glass: DKK 895, NOK 1,133, SEK 1,163, DE EUR 128

Marble Black/White: DKK 1,900, NOK 2,405, SEK 2,470, DE EUR 272

Dark Chrome:

D: 38cm, DKK 1.495, SEK 1.943, NOK 1.893, DE EUR 214

D: 20cm DKK 1.095, SEK 1.423, NOK 1.386, DE EUR 157

All prices include VAT

"The main purpose of my work is to provoke people to using their imagination. Most people spend their lives living in grey-beige conformity afraid of using colours. By experimenting with lighting, colours, textiles and furniture and utilizing the latest technologies, I try to show new ways, to encourage people to use their imagination and make their surroundings more exciting"

Verner Panton

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Montana Møbler A/S produces and supplies storage and shelving systems, tables, and chairs for homes and modern office environments. The Montana shelving system is designed by Peter J.

MONTANA.DK

Lassen. The flexible modular system and the inspiring colour palette offer freedom to create your own personal room and to personalize your style. Montana's table and chair series are designed by Arne Jacobsen, Verner Panton, Andreas Hansen, Peter J. Lassen, Joakim Lassen and schmidt hammer lassen design.