

For authentic living

greenholt



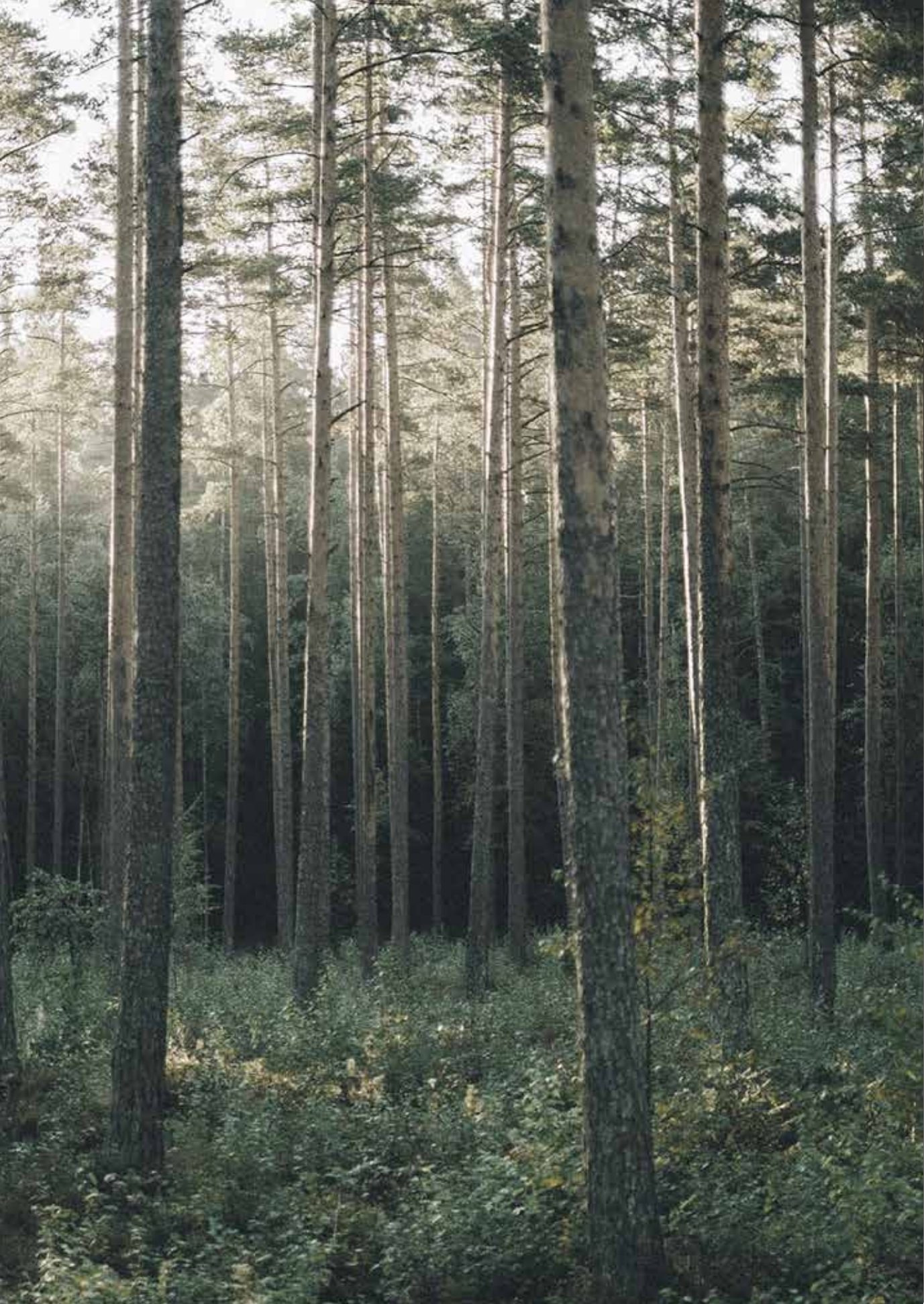
We believe that good design is not just what meets the eyes, it's how it makes us feel.

The inspiration behind the collection is a blend of Scandinavian and Japanese design traditions - consisting of new and past designs that embraces authentic living. Our aim is to make products that strike a perfect balance between simplicity and function with carefully crafted details.

At Greenholt, we rediscover past designs that still have relevance and value. We give new life to designs that have proven their worth through generations and reintroduce them to the modern interior enthusiast. We make designs that evoke a sense of comfort and familiarity and create accessible products with timeless and contemporary appeal, which can be used to decorate and add character to the interior of any home.









## Frank's Rocking by Frank Reenskaug



Frank Reenskaug (1919-2001) studied furniture design in Norway at the SHKS school in 1952. The same year he launched a folding chair that two years later was exhibited at the Triennale Pavilion in Milan. The Cross Chair from 1956 was the first of his designs to be mass produced by the Danish Bramin Furniture. In 1958 they launched Frank Reenskaug's rocking chair, No. 182, a pioneering concept of a high quality product, affordable and easy to assemble. It became by far his most sold design and was for many years a huge export success.









## Styling with options

Separate back and seat cushions give many styling options such as to replace the back cushion with sheep skin, a blanket or two different fabric designs. The above picture shows Charles and Ray Eames small Dot patterns.





A true classic is reborn  
and ready to take it's  
place in your home.

By relaunching the iconic mid-century rocking chair for contemporary interior, we honor its designer, Frank Reenskaug. With its excellent gentle seating comfort, classic and timeless design, Frank's Rocking resembles a perfect connection between vintage modernity and tradition that is as relevant and popular as ever. The frame is in solid ash wood with harmonious and slender lines, featuring handcrafted joining parts, a generous backrest and gently curved armrests.

The removable and practical upholstered cushions provide additional comfort and are available in a variety of colors, that can be adapted to match the character of any premises. Frank's Rocking is delivered flat packed in 4 parts and is easily assembled within a short time.







Perfect for beautiful spots, deep thoughts and quiet moments.

We look for familiarity and comfort in continued times of uncertainty and experience an increase in time spent at home. Looks and quiet corners of refuge remain paramount. Whether it is the iconic piece of vintage design in your living room or a comfortable chair for that special, indulgent corner, this gentle moving rocking chair does it - and more! It will soon become your favourite, meditative place to relax.





Examples of indulgent corners which have been set aside for solo use of Frank's Rocking.





The Naya stool,  
authentic beauty rounded  
by the Japanese tradition  
of simplicity and function



The Naya stool was crafted in 1974 by Isao Komatsu (1915-2000) in a barn, that in Japanese is called Naya. The first one was made as his working stool, when he made the Bicchu Kagura wooden mask. He had just retired as an elementary teacher and over the next 26 years he used his natural talent intensively for this difficult way of wood cutting his wooden mask, that originates from Shinto ritual to pray for a good harvest, family safety and fortune. They were used locally by many families in the traditional way by placing them near the entrance to their houses. In the farmhouse of Isao Komatsu two Naya stools spend a couple of decades being forgotten on the second floor after he passed away.







Iconic, simple and  
uncomplicated design  
- beauty for everyday life.

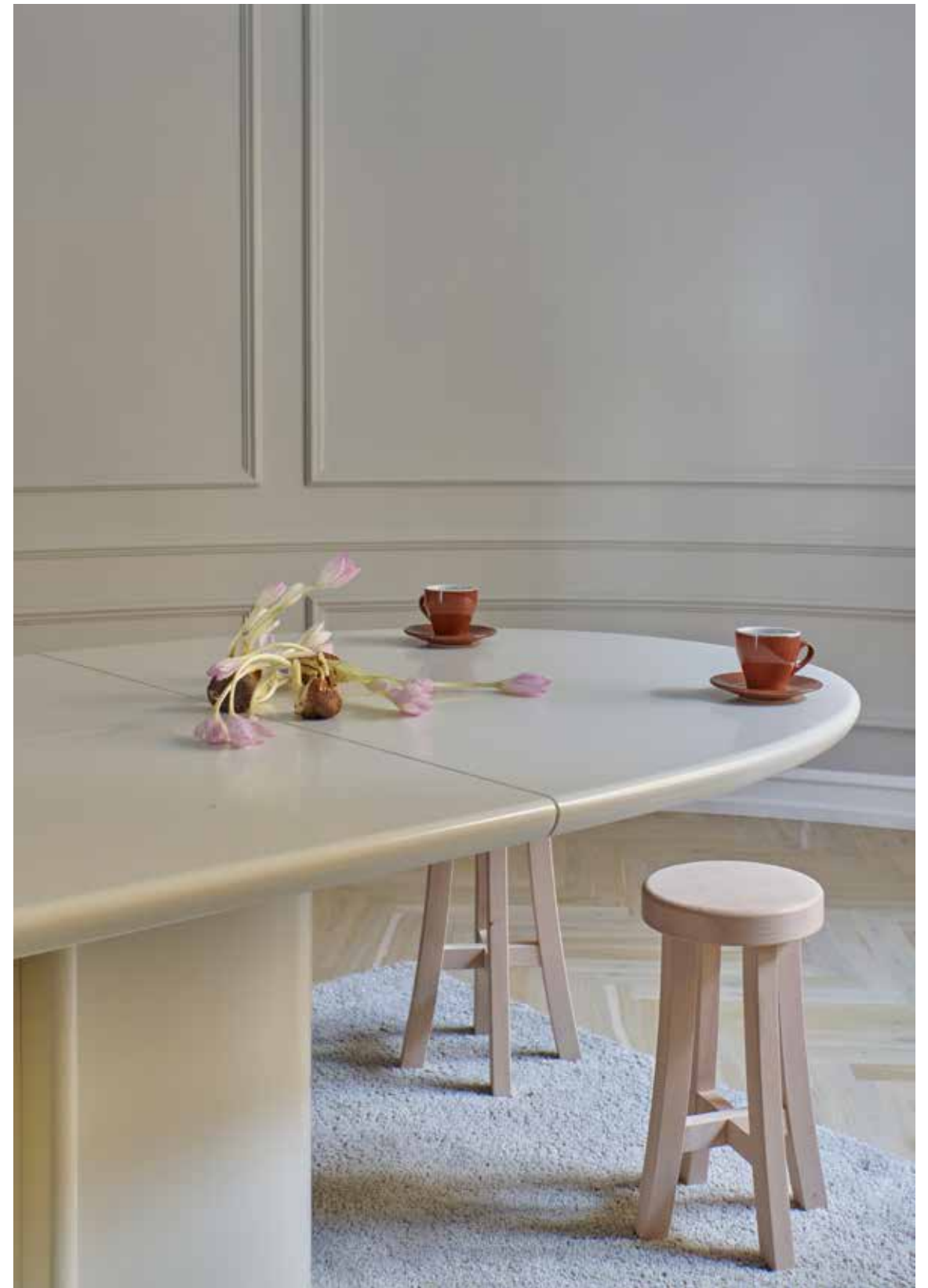
The Naya stool is a unique product of Japanese furniture making traditions. Timeless and modern, the original design reflects visual simplicity and physical persistence. Crafted in European beech with a raw sanded finish, the stool is characterised by a circular seat carved in one piece of solid beech. The seat is supported by slightly splayed and curved legs providing unwavering sturdiness making it suitable for diverse practical functions in the home as well as a decorative, sculptural piece of interior. Available in three heights, the Naya stool charms with functional and elegant design for everyday use.



The Naya stool serves multiple purposes and is easy to use in different settings around the apartment.



The owners of this classic apartment in central Copenhagen are passionate collectors when it comes to interior and design. When decorating their new home the couple handpicked a mix of modern design and furniture pieces. Shades of soft pastel hues make the characteristic oval shaped dining room an inviting space. Here the Naya stool serves as an extra seat at the table and is perfectly balancing heritage and contemporary interior design. With its simple - yet powerful design, it is being moved around from one room to another changing purpose from a stool to a decorative object, to a side table. Almost for any purpose.







The Naya stool comes in handy in any setting. It serves perfectly as a side table for a glass of water or whatever small items you need within reach, or as a decorative and sculptural design object.



The Naya stool  
in different homes and  
interior settings.  
- many will note that  
it is never in the way.







# The Matagi Stool

- authenticity rounded  
by traditions and  
aesthetic simplicity



The first wooden folding stools goes back before B.C. and the 3 legs stool with the comfort of stability emerged several hundred years ago. The Matagi stool basic shape of the legs first emerged as supporting legs for tables and finally, evolved into an outdoor stool in the 18th century used especially for hunting.

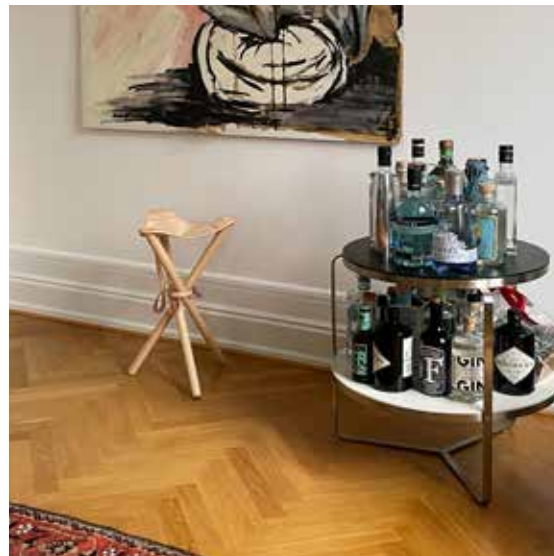




# The Matagi Stool

- much more than a foldable tripod stool for on-the-go seating

Because of its minimalistic shape, functionality and natural coloured look, the Matagi stool has in the last decade gained popularity for indoor use in Japan. Being the first market to adapt the stool, we have named it after the Japanese word matagi, meaning both a hunter and a forked tree. The name resembles the history and shape of the stool.



The seat in natural core leather flex in response to the user's movement and provides comfortable seating and the 3 hinged legs ensure stability for the user.





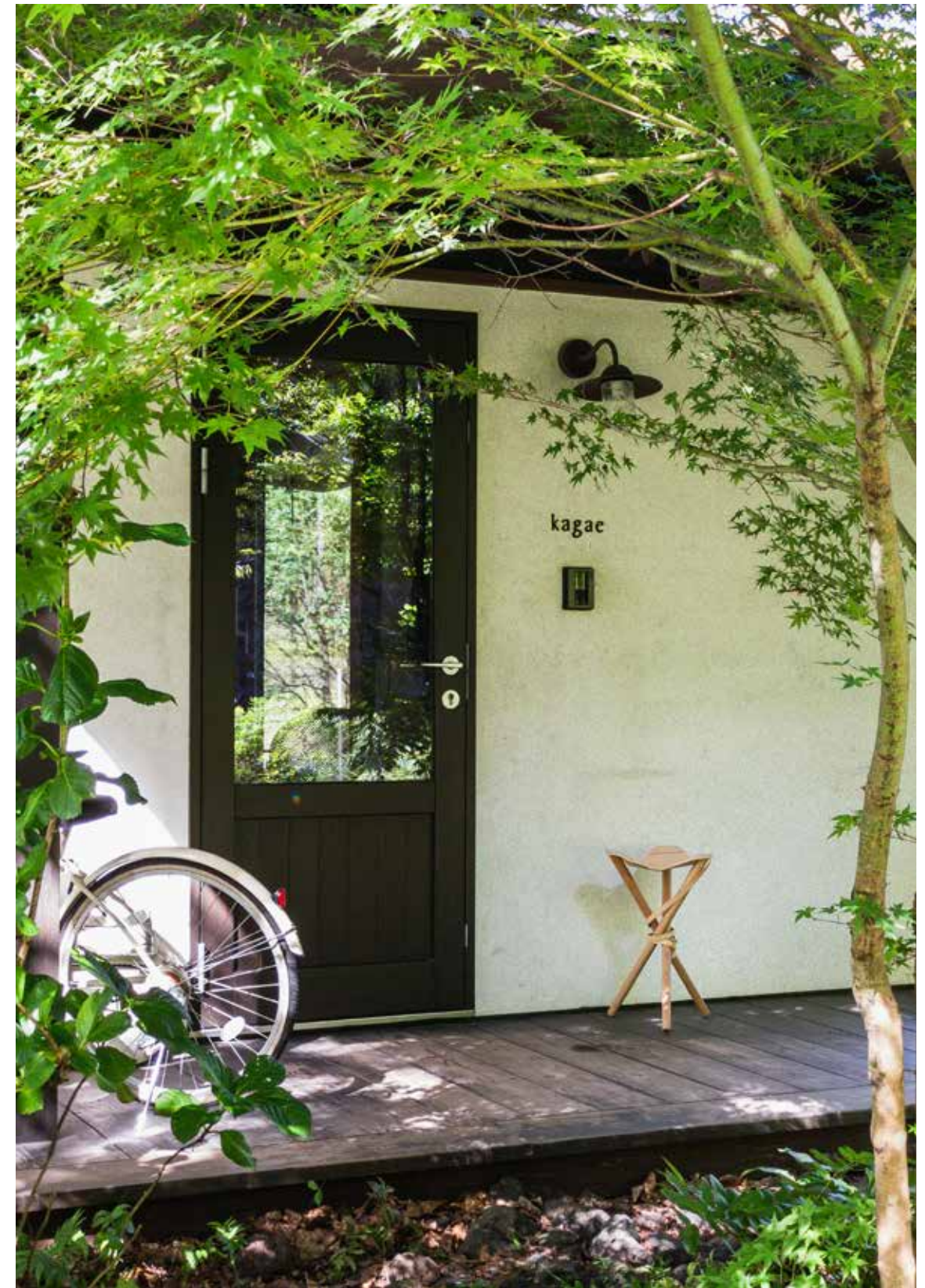
The Matagi Stool is much more than a foldable tripod stool for on-the-go seating as it has all the elements for appealing for indoor use with its natural materials, the light shades of beech wood forked legs and core leather come together in simple construction that maximize functionality. Whether it provides mobile seating or serves as a living room side table, the aesthetic simplicity of the Matagi stool add calm and cosiness to the interior of any home.





## For relaxing times outside

The comfortable seat makes it perfect for on-the-go relaxation and comfort and invites pause and reflection. The light weight, foldable tripod stool packs up and assembles easily, and with the carry strap it is practical for hands free portability. Perfect for a day outside to bring almost anywhere and keep it in the car just in case.





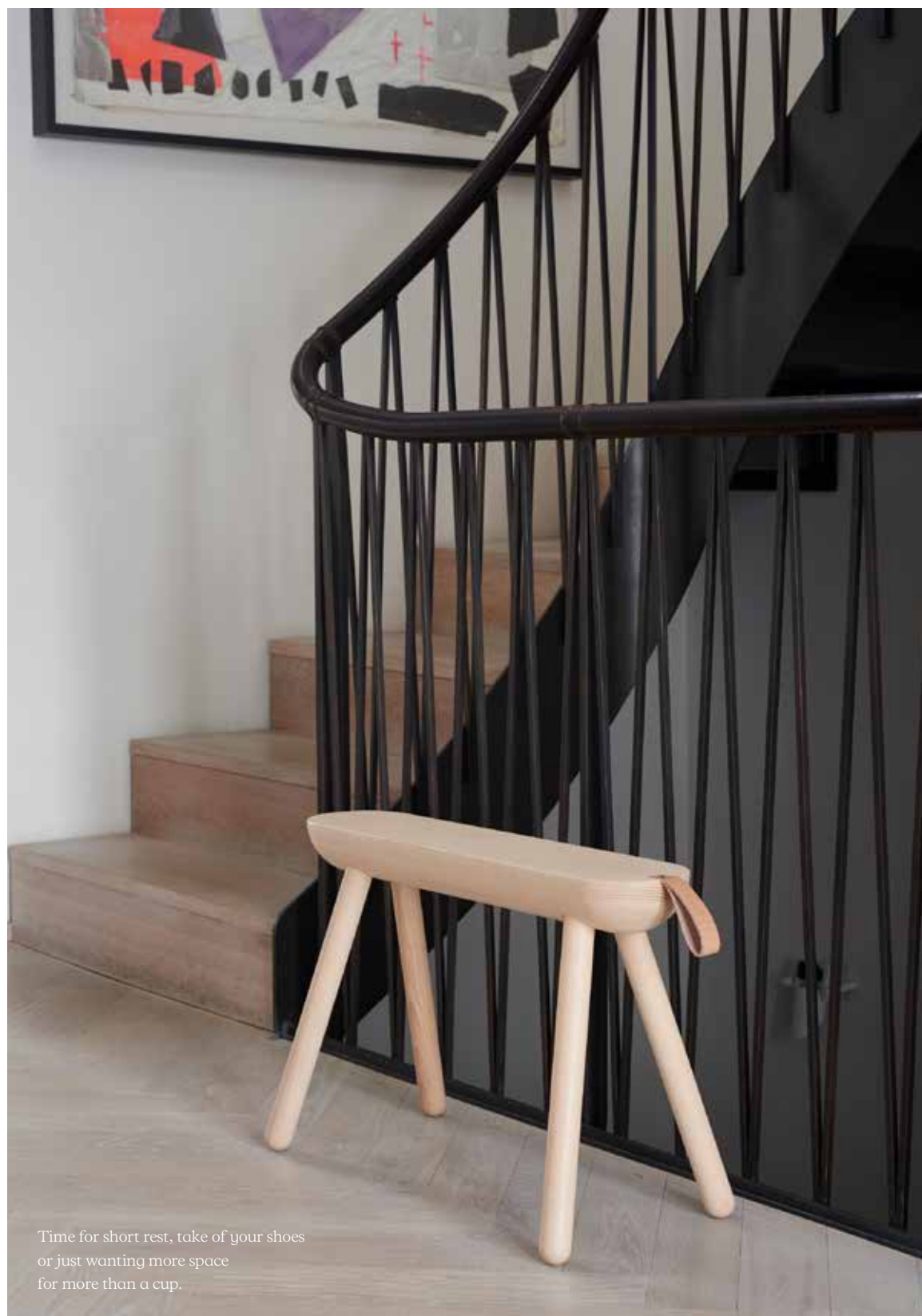




The Sheep Bench fits  
in everywhere  
– its small size and  
unique shape makes it  
elegant yet functional.

In the animal world a tail has many functions. One of them is to signal something with it. Sheep is asking to be pulled from one room to another offering so many different ways of usage that it should be given the opportunity to do so. Design: Tools Design





Time for short rest, take of your shoes  
or just wanting more space  
for more than a cup.







# Conus

by Jorgen Wolff

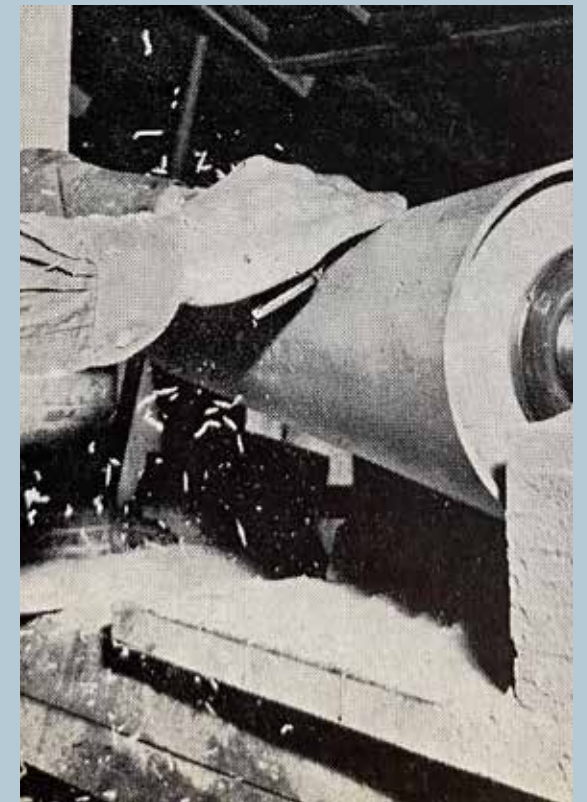
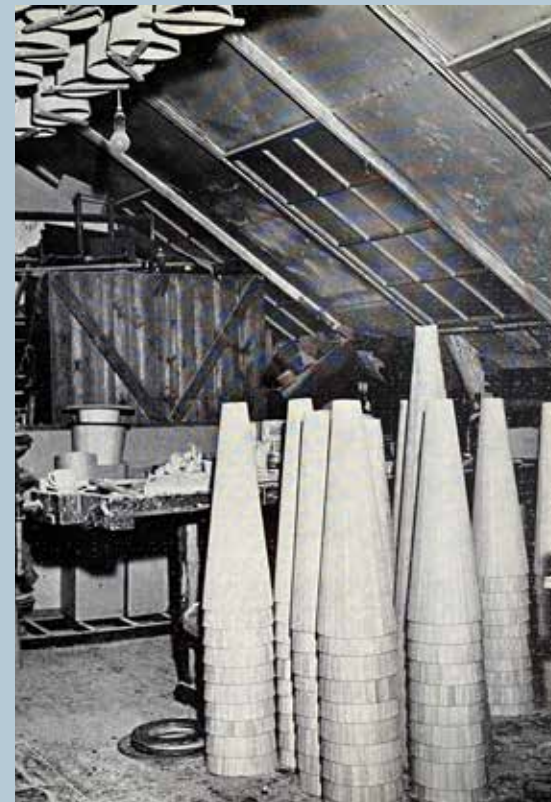


It all started with a waste paper basket that Cabinet maker Jørgen Wolff (1932-2003) crafted for his room. It ended up being too high and unstable but when turning it upside down, it became a beautiful cone-shaped lamp. The year was 1957 and the lamp instantly got a lot of attention as wood had never been used as a lamp shade. Fortunately the heat testing showed that solid wood material was well suited for lighting.



Wood is used everywhere  
but with Conus in the air  
– another combination of  
material is added to  
the interior settings.





## Traditional Danish Design.

Jørgen Wolff's Workshop in the northern part of Copenhagen produced from 1958 to 1960 about 2600 Conus pendants in Oregon pine and the production continued up till the end of the 1960's. His workshop continued afterwards for the next three decades specialising in authentic handcraft.

His furniture and accessories were frequently exhibited at the National League of Danish Art Handicraft and the Cabinet Makers Guild Exhibition in Copenhagen.







