

SPRING IS TACTILE AND URBANE AT LINUM

Taking the on-trend shade of camel as its basis, interior design company LINUM is all ready for the arrival of spring. Together with well-established photographer Jonas Ingerstedt and stylist Joanna Lavén, the company is aiming to capture an urbane 1960s vibe. The campaign, which will be launched in early January, was photographed in the Lavén family's home on Lidingö, which was built in 1970 and is also the environment that set the tone for the visual look.

"For several years now we have had great success with our high-quality velvet Paolo range. Adding the in-vogue shade of camel feels totally right," says Charlotta Dahlqvist, commercial manager at LINUM. "Moreover, creating new rooms inspired by the past is always an exciting approach."

Placing tactile, urbane and functional elements in a context that exudes the 1960s brings both the colour spectrum and materials to the fore. Stylist Joanna Lavén explains how the large, characteristic windows of the home lack casings and how textiles, such as curtains, can thus play a more significant role. The **Brooklyn pile rug** and the hand-knitted **Drottningholm throw** play a large part in evoking the perfect spirit of the times. Joanna, who buys and sells a lot of second-hand designer furniture as part of her job, still prefers decorating using new fabrics in subtle colours.

"When I want to change the feel of a room, I often do so with new cushion covers and throws. I like the idea that home furnishings should be durable and so I tend to focus on a mellow and pleasing palette that I won't tire of quickly," she explains.

LINUM embraces the same vision and has therefore devised a colour-coordinated and harmonious range. No matter what season the customer chooses to shop from, the patterns and shades will complement one another. The system is advanced and represents a distinct hub within LINUM's design work. Producing products using an on-trend shade like camel feels highly relevant, but the novelty value in itself must never overshadow the product's viability over time.

LINUM's new products will be available from mid January on www.linumdesign.com and from selected retailers across Europe.

LINUM was founded in 1966 and is now a Swedish interior design company at the forefront of European design. With its head office, showroom and store at Artillerigatan 55 in Stockholm, LINUM offers both physical and digital shopping options, chiefly through a large network of national and international retailers. Gunilla Brisinger is CEO of LINUM.

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