



Essem Design launches the classical Nostalgï series in a new sustainable material

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With the ambition to create classical products that last a lifetime, Essem Design can now announce a material addition to the Nostalgï series – Marine Bamboo. The fast growing grass bamboo is highly sustainable meanwhile retaining the classical look of Nostalgï.

One rainy autumn evening in 1937, Gunnar Bolin sat down at his desk and drew the hat and shoe rack Nostalgï. Throughout the decades the rack has become known as a classic in the Swedish history of furniture. Close to a decade later, Essem Design can present the rack in a new sustainable material – the FSC-certified Marine Bamboo. The classical design combined with the qualities of bamboo creates a sustainable product that can live on for another 85 years.

For more information, contact Robert Bladh, CEO and Marketing Director, robert@essem.se

About Essem Design:

Essem Design should be synonymous with the first room in the home – the hallway. Essem Design is a personal company which aims to develop, manufacture and market sustainable, functional and well-designed hallway furnishings for private and public spaces in a global marketplace.

<https://www.essem.se/en/>

– Our ambition is always to design products that last both style and quality wise for many many years. To do so, the choice of material becomes fundamental. Therefore, we're very happy to introduce the Marine Bamboo material for our Nostalg products. We think it's an interesting material with many sustainable benefits, said Robert Bladh, CEO at Essem Design.

Unlike wood, bamboo is a type of grass that grows all organically without any type of irrigation, pesticide or fertiliser. It's an extremely fast growing material with a density of 1,200 kg/m³ which makes it stronger than oak and many other wood types. The bamboo used in the Nostalg products can be cropped after 4-5 years – to put that into perspective, it takes roughly 40-100 years before a tree with the same qualities can be harvested. Additionally, bamboo decreases CO₂ emissions. It absorbs 5% more carbon dioxide than other plants as well as passes on 35% more oxygen than trees.

The new Nostalg in Marine Bamboo launches during November 2022. Marine Bamboo will be available for the hat and shoe rack Nostalg and Nostalg 291 as well as the Nostalg hook strip.

*The hat rack Nostalg
291 in Marine Bamboo
with white brackets
made from recycled
aluminium.*

Photo: Anne Valeur

