

& Tradition[®]



Press Release

Petra^{VB3}

Viggo Boesen

February 2024



VB3

Product description

Lounge Chair

Environment

Indoor

Production process

The frame is made from solid beech and plywood and subsequently covered in HR foam and polyester wadding. The solid wood legs are turned, and CNC milled.

Certifications

FSC Mix 70%



Variants

Karakorum 003 w. Walnut or Oak, Moonlight 17mm sheepskin w. Walnut or Oak, Sahara 17mm sheepskin w. Walnut or Oak, Honey 50mm sheepskin w. walnut or oak.

Dimensions (cm/in)

H: 99cm/39in, W: 80cm/32in, D: 91cm/36in,
seat H: 40cm/16in, seat D: 53cm/21in, armrest H:
51cm/20in

Design year

1938

Press info

andtradition.com

For image downloads go to
andtradition.com/downloads

For press releases go to
andtradition.com/press

For price requests please contact
press@andtradition.com

Senior PR & Communications Manager Lucy Price
lucy.price@andtradition.com
T: +45 4282 0653

Petra^{VB3}

Viggo Boesen

Based on an original design by Danish Designer Viggo Boesen, &Tradition introduces a new variation to the classics family: Petra, a low lounge chair with a high-set, winged-backrest and unparalleled comfort.

Originally introduced in 1938 and successfully reintroduced by &Tradition in 2018, the Little Petra lounge chair made its debut at the Copenhagen Cabinetmakers Guild Exhibition, marking the beginning of its journey to design acclaim. Boesen's signature creation garnered accolades at exhibitions in New York and Berlin, capturing the essence of the Danish design aesthetic in the 1930s.

When &Tradition first began exploring the possibility of introducing the Little Petra chair to its collection, the original design had not been used in production in roughly 80 years. Found tightly rolled inside a cigar box covered in dust in Boesen's archives, the original sketches had been untouched and unseen for decades. Now, Petra, designed at the same time as Little Petra, introduces new proportions to this historic Danish piece.

The new lounge chair serves as a continuation to the original tale. The original Little Petra lounge chair is named after Boesen's mother-in-law, Petra – said to be a small woman with a big personality. Her presence is felt in the embracing body of the armchair's design. Petra carries the same bold character and aesthetic but in a larger form well suited to fill the hallways and lounge areas of anywhere from the home to hotel lobbies and beyond.

Els Van Hoorebeeck, Creative and Brand Director at &Tradition comments "We're so excited to welcome this new variant to the family. Our journey to introduce Petra has been a labour of love, capturing the spirit of Viggo Boesen's original creation while infusing it with our unique design perspective. The Petra lounge chair pays homage to history while embracing the present, making it a coveted addition to any classic and contemporary interiors alike."

Petra, is available in select upholsteries - with a choice of oak or walnut legs. Its dimensions of H:98, W:81, SH:40cm ensure a comfortable and stylish seating experience. Users can also go one step further in enhancing their relaxation with the addition of &Tradition's corresponding ATD1 Pouf in matching upholstery and finishes.

Viggo Boesen is known in design circles as a key contributor to the design aesthetic in the 1930s, most notably for popularising the Danish funkis style. Unlike the Bauhaus school of thought, Boesen championed a softer, organic and almost naïve angle on design. Even though only a few of his designs were ever produced, his expressive lingo paved the path for the Danish Modernism movement that followed.



Founded in 2010 in Copenhagen, &Tradition is an international brand, built on a Danish legacy of craftsmanship and design. We tell stories with originality. Whether our starting point is new or re-issued, we are passionate about designing the classics of tomorrow. We believe in empowering our employees and network of creatives, designers and partners to take an active part in our journey as a brand. With the planet and the people at the core, we strive to always act conscientiously.