

# Audo

COPENHAGEN



THE ODA CHAIR AND OTTOMAN  
Designed by *Arnold Madsen*

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*Arne Madsen's iconic Oda Chair makes a welcome return.*

In 1957, a revolutionary chair saw the light of day. The Oda Chair, originally named the MS-9, was created by the Danish furniture upholsterer-turned-designer Arnold Madsen (1907-1989).

Its cocooning shape – with a horseshoe back, integrated wooden armrests and gently moulded lumbar and neck support – made it the perfect armchair for everyday rest and relaxation. The expressive and aesthetic reinterpretation of an armchair was an ambitious, experimental design from the very beginning. A welded ring-shaped steel frame connected to a piece of bent plywood and with armrests secured inside its shell create a round armchair; elegant, visually light and sleekly upholstered, yet stable and comfortable, warm and embracing.

As the hype surrounding Danish Modern faded away, so too did the MS-9. It was rediscovered in the 1980s by Noritsugu Oda, a design expert and avid collector of Danish design, and soon gained renewed attention. Incorrectly credited to Nanna Ditzel, the chair was later renamed the Oda Chair after the man who rediscovered it. Produced in recent times since 2011, Audo now proudly relaunches the iconic design as part of its heritage collection. Complex to craft, the modern iteration is shaped after a vintage piece as no original drawings exist. Upholstered with textile and with an optional footstool available, the Oda Chair is offered with legs and armrests in oak, walnut or teak.

### *About the Designers*

Arnold Madsen (1907-1989) is one of the best kept secrets of the Danish Modern era, despite the fact that some of his furniture pieces today have classic status. Born in a small town in North Jutland, as a young man he went to sea and worked as a sailor. He then emigrated with his father and three brothers to Canada, where he, among other things, earned his money as a cowboy and rodeo rider. After returning to Denmark, he settled in Copenhagen and trained as a furniture upholsterer. In 1941, he opened his first workshop and in 1945 he founded Madsen & Schubell together with Henry Schubell, producing furniture between 1945 and 1965. The epitome of Danish Modernism throughout Europe, the company created a string of successful designs, including the Oda Chair, until its closure in the mid-1960s.



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PRODUCT TYPE  
Lounge chair & Ottoman

ENVIRONMENT  
Indoor

### DIMENSIONS

*Oda Chair*  
H: 93 cm / 36,6"  
SH: 39 cm / 13,3"  
AH: 57 cm / 22,4"  
W: 87 cm / 34"  
D: 100 cm / 39,3"

*Oda Ottoman*  
H: 36 cm / 14,1"  
W: 46 cm / 18,1"  
D: 40 cm / 15,7"

### COLOUR

*Seat*  
Dependent upon selected upholstery

*Base*  
Natural oiled oak  
Oiled walnut

MATERIALS  
Oak or walnut, plastic, steel, solid beech, plywood, foam, felt, quilt foam, pocket springs, rubber.





## ABOUT FLOS B&amp;B ITALIA GROUP



Since May 2022, Audo Copenhagen has been part of FLOS B&B Italia Group, a leading global high-end design group operating a number of legacy brands in the world of luxury furnishings and lighting, with a European cultural heritage. Driven by a purpose of “*We design for a beautiful life*”, the Group designs for the planet, people, and culture. The Group includes FLOS, B&B Italia, Louis Poulsen, Maxalto, Arclinea, Azucena, FENDI Casa, Audo Copenhagen and Lumens.

## ABOUT AUDO COPENHAGEN



Audo Copenhagen offers collections of high-end furniture, lighting and accessories that balance Danish traditions with a global, contemporary outlook. Audo is driven by quality and shaped by community.

Through partnerships with renowned, international designers and architects, Audo reimagines beloved classics and presents new designs. Each piece in Audo’s evolving design collection is born from creative collaboration and seeks to inspire ongoing connection.