Verner Panton
Danish designer (1926 -1998)

Among the giants of Danish design, Verner Panton established a unique reputation for his exuberant originality and tireless experimentation. Panton created lamps, furniture and textiles – and was also a sought-after interior designer. Although he was at the forefront of mid-century Danish Modern, Panton’s contribution was anything but mainstream. He enthusiastically embraced new materials, he splashed with a bold colour palette, and he playfully imbued many of his sculptural creations with a strong graphical expression – without ever compromising on quality or workmanship.

Panton’s iconic designs have emerged as contemporary design classics – as strikingly inventive now as they were 50 years ago.

Panton’s interior installations have attained legendary status. The most famous examples are the ‘Visiona’ ship installations for the Cologne Furniture Fair (1968 and 1970), the Spiegel publishing headquarters in Hamburg (1969) and the Varna restaurant in Aarhus (1971).

Verner Panton in his own words:
“The main purpose of my work is to provoke people into using their imagination. Most people spend their lives living in dreary, grey-beige conformity, mortally afraid of using colours. By experimenting with lighting, colours, textiles and furniture and utilizing the latest technologies, I try to show new ways, to encourage people to use their imagination and make their surroundings more exciting”.

VERPAN ARE PAYING TRIBUTE TO VERNER PANTON WITH SOME NEW IDEAS
This year would have been Panton’s 90th birthday. So the Danish manufacturers of his furniture and lamps have decided to celebrate the occasion.

The celebration provides a chance to conceive and try out new ideas, just as Panton used to do, when he embarked upon new projects. So Verpan have decided: to introduce yet another luxurious metal finish, to make use of a dustier colour palette, and to upholster with some of Kvadrat’s most exquisite fabrics designed by the Belgian trend-setter, Raf Simons.

70S INSPIRATION.
Verpan have had the enormous pleasure of rummaging through the myriad portraits of Verner and Marianne Panton. One in particular has been a source of great delight. In the photo, the couple are sitting on a CLOVERLEAF sofa, which Panton had just launched at Visiona 2 in Cologne. It is not just the couple that look great. So does the new modular sofa, upholstered in a longhaired fabric. Verpan are not alone in their fondness for this fabric.

In collaboration with Raf Simons, Kvadrat have designed a version in mohair, which, with the same length of pile and softness, envelops the sofa with equal sophistication. For CLOVERLEAF, Verpan have chosen bottle green as a contrast to all the blue.
Verpan
Founded in 2003

Verpan is - much like Verner Panton - a product of the Danish design tradition, which have put Denmark on the world map for functional, modern and unique design.

In close collaboration with the Panton estate - especially widow Marianne Panton - Verpan has acquired the production and sales rights to a significant part of Verner Panton’s designs. In 2003 the production of lighting was initiated and in 2010 a furniture range was added. A continuous process of picking and choosing products from the vast treasure chest of Panton’s work, will bring many more items to life again.

All of the Verpan products stand out as some of the most elegant and memorable of Verner Panton’s designs. Products that create life, sound, movement, colour and light - design that brings value into the visual world around us.
VP Globe

It is the interplay of materials, colours and shapes that characterises Verner Panton’s (1926-1998) VP GLOBE. This lamp’s beauty lies in the unity of its contrasts.

VP GLOBE is one of Panton’s most iconic pendant lamps. To honour Verner, his idiom and his international life, Verpan are launching a new version with a brass finish.
Many people regard the FUN pendant lamp as one of Verner Panton’s greatest masterpieces in the field of lighting design. Ever since 1964, this pendant lamp has kindled joy and a wealth of stories.

In collaboration with the designer’s widow, Marianne Panton, Verpan now present FUN with a brass-finish frame.

Fun 10 DM
FUN 10CM BRASS, PENDANT (1964)
SERIES 430, TABLE (1967)
Verner Panton
FUN 10DM BRASS, PENDANT (1964)
SERIES 430, DINING CHAIR (1967)
MODULAR CHAIR (1959-1960)
SERIES 430, TABLE (1967)
Verner Panton
SERIES 430, DINING CHAIR (1967)
SERIES 430, TABLE (1967)
Verner Panton
Verner Panton’s goal was to design a practical dining chair that was just as comfortable as a lounge chair. That is why Series 430 has a wide, enveloping back and a well-padded seat with elastic webbing.

This allows it to better adjust to the weight of the body and provides a relaxing seating position.

Series 430 chair
Different shades of blue will be the hallmark of Verpan’s tribute to Verner Panton (1926–1998): not only because it was Panton’s favourite colour, but also because it is such an elegant complement to the furniture.

Series 430 chair and SYSTEM 123 Dining and Lounge chairs, which Verpan have chosen to upholster with fabrics by the Belgian designer, Raf Simons, do not consist simply of one single blue. Instead, an entire symphony of blue shades, with discrete, scattered tints of gold, sand and black.
Series 430 table

Designing a table without a pedestal meant that the legs should be so slim and elegant that you hardly noticed them. In Series 430 they are just that.

It should also be so light that you could move it as required to accommodate different uses: everything from a gathering point in the dining room to a card table in the living room or an extra working surface in the kitchen.

Its lightness, slender legs and obvious frame really make Series 430 stand out. The table is a perfect match for the collection’s own lightweight Series 430 chairs or for the more distinctive System 123 dining chairs.
As far as Panton was concerned, a chair should be so comfortable that you could sit comfortably on it both during and after dinner. Here you can automatically change the sitting position when you have finished dinner and assume a more relaxed position. His solution was to split the back into two zones by adding a small fold — which enables the back to be upright or to recline as required.
The Barboy is a typical example of Panton’s furniture. Designed in a sensuous idiom, in which the designer combines a matt surface with a shiny chrome handle and wheels, investing the piece with an elegant contrast.

Verpan’s decision to celebrate the Danish designer with a new shade of blue should be regarded as a tribute to his huge knowledge of, and flair for, colours in both interiors and designs. Colours were so important to Panton that he declared – unashamedly – that colours were more important than shape.
BARBOY, STORAGE (1963)
Verner Panton

SYSTEM 123, LOUNGE CHAIR (1973)
MODULAR CHAIR (1959-1960)
MODULAR TABLE (1959-1960)
Verner Panton
System 123 lounge
Modular Chair & Table

Verner Panton
VP GLOBE, PENDANT (1969)
BARBOY, STORAGE (1963)
MODULAR CHAIR (1959-1960)
SYSTEM 122, LOUNGE CHAIR (1973)
Verner Panton
CLOVERLEAF SOFA (1969)
MODULAR CHAIR (1959-1960)
Verner Panton
When Panton was commissioned to design a sofa consisting of modules, he wanted to design one, in which the modules were not simply a long series of repeats, but one, which became increasingly sculptural as more modules were added. This makes CLOVERLEAF unique. It is an item of furniture, on which you can either snuggle up with other people or keep yourself to yourself.

CLOVERLEAF was designed to resemble clover, meandering and unfolding, as it gets longer. Down the middle, the seat is divided by a backrest, which wriggles out of the seat. As well as providing necessary back support, it also shields you from the people sitting on the other side. This one-of-a-kind sofa is one of Panton’s masterpieces, launched in 1970 at the German design fair, Visiona 2 in Cologne.
Panton and Raf Simons Share the Same Tastes.

A picture from 1970 shows the couple, Verner and Marianne Panton, seated, immortalized by a photographer, who at the time had no idea of the significance of the photo he was taking. Interested, inquiring and sympathetic, they merge with what was Panton’s latest modular sofa, CLOVERLEAF. It was not only CLOVERLEAF that was new; so was the fabric, with which Panton had covered it. It was soft, hairy and pretty unusual.

46 years after Panton (1926-1998) fell in love with the fabric, the Belgian designer, Raf Simons has also let his emotions get the better of him. In cooperation with the textile manufacturer, Kvadrat, he has designed his own version of that self-same hairy, soft fabric. Argo is woven using 100% pure mohair. To mark the occasion of what would have been Panton’s 90th birthday, Verpan, the Danish manufacturers of his lamps and furniture, have obtained the rights to use the fabric to upholster CLOVERLEAF.