

# Montana

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MAKING ROOM FOR PERSONALITY

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**Press Release**

June 2019

**New colours. New showroom.**



*A new showroom expressing the endless possibilities  
of a new colour palette*

With the launch of the new colour palette designed by Margrethe Odgaard, Montana's showroom in Copenhagen has been decorated to express the many ways of mixing and matching the poetic new colours in order to create a wide range of ambiances and functionalities.

### **The Hall and Library**

As you walk up the blue stairs, the hall greets you with floor to ceiling shelving in various deep dark greens. The newly launched Pantonova seating system snakes its way through the room creating lounge-like seating options within the cosy framework of bookshelves. The colours displayed here are: **Mist, Oregano, Fennel** and **Black Jade**.

### **The Colour Lab**

In the biggest of the six rooms, the new colour palette is the centrepiece. Samples painted with gouache and colour charts from early in the process serve as décor. The playfulness of the new palette and the process of developing it are showcased throughout this room.

### **The Living Room**

A living room styled in natural gradients with a wall-to-wall carpet featuring a TV sideboard, a mini bar and a sculptural bookshelf – all kept in warm, embracing browns and earthy tones. The colours displayed here are: **Masala, Balsamic, Cumin, Hokkaido** and **Flint**.

### **The Graphic Office**

The walls in this office are kept in the colour **Pomelo** that serves as a contrasting backdrop for some of the powerful and dark blues of the palette, **Juniper** and, of course, the king of the colours, **Monarch** – an intense ultramarine blue – almost like pigment in its purest form.

### **The Fairy Tale Bedroom**

This bedroom is the epitome of *The Princess and the Pea* meets Wes Anderson. The bedroom is kept in pastels and pinks – the expression is girly but with a twist of 'kapow'. The colours displayed are **Rhubarb, Caribe** and **Iris** with a contrasting dash of **Pine** – and the Pantonova chair powder-coated in **Black Red**.

### **The Sun Kissed Dining Room**

The eye-catcher in the dining room is a sideboard and glass door cabinets in charming sun-kissed, soft yellow, **Camomile**. The other colours in the room are **Rhubarb** and **Rosehip**.

**Walls: Jotun paint. Carpets: Ege Tæpper. Fabrics: Kvadrat**

## **Facts**

Montana's colour palette consists of 42 different colours including 2 veneers. 30 of the colours are new and designed by colour alchemist, Margrethe Odgaard.

Margrethe Odgaard is an award-winning Danish designer whose work is driven by a constant exploration and development of colours. She is the author of the book "Shades of Light". Margrethe constantly develops her own colour indexes in order to reintroduce a rich and luminous character to communicating colour. She has run her own design studio since 2013.

The 40 lacquer colours of the palette are each adorned with one of six different textures that have both visual and tactile properties: Semi-Gloss Smooth, High Gloss Smooth, Matt High Structure, Velvet Smooth, Matt Shimmer Structure, Matt Micro Structure.

All of Montana's lacquers are water-based and environmentally friendly and have been certified with the EU's official eco label: the EU Ecolabel. This also applies to the entire product range of the Montana System and the Montana Free shelving system.

For more information, please contact:

**Montana Furniture**

Rikke Glad

E-mail: [presse@montana.dk](mailto:presse@montana.dk)

Mobile: +45 2390 3210

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*Montana Furniture is a family-owned company established in 1982 and leading within storage and furniture for homes and modern office spaces. The Montana system is designed by Peter Lassen. The CEO of the company is the son of Peter Lassen, Joakim Lassen. Montana's flexible, modular system features an inspiring colour palette and is manufactured at Montana's own factory in Denmark. The system offers infinite possibilities and freedom to curate spaces in the ultimate personal way. Montana also offers table and chair series designed by Arne Jacobsen, Verner Panton, Stefan Wewerka, Peter Lassen, Joakim Lassen, Schmidt Hammer Lassen, Salto & Sigsgaard and Jakob Wagner. In 2019 Montana launches a brand-new colour palette developed in collaboration with colour expert Margrethe Odgaard. Montana is founded on sustainable values and has achieved certification to numerous standards relating to environment, working environment and workplace safety. Additionally, in 2019 the company was one of the first furniture manufacturers to be awarded the official EU Ecolabel.*