

# Montana

## Press Release

August 2019



### **Designer and founder of Montana, Peter J. Lassen, 88, has passed away.**

After a brief illness, Peter J. Lassen passed away peacefully Thursday morning, 15 August, at his home in northern Zealand. Peter began his career in the navy, where he was trained as a naval officer. In 1954, he joined the furniture company of his wife's family, Fritz Hansen, where he served as CEO from 1975 until 1979, when the company was sold.

In 1982, Peter J. Lassen founded Montana Furniture, which is known for its eponymous shelving system with a distinctive design, infinite possibilities and endless colours. In 2015, his son Joakim Lassen took control of the family firm, which will remain in the hands of the family.

Peter J. Lassen was a passionate art collector and ardent supporter of the arts. Over the years, countless art projects have benefitted from his great support and dedication. This applies to established artists, institutions and young talents alike.

Peter J. Lassen leaves behind his wife Birgitte Lassen, their three sons, eight grandchildren and one great-grandchild.

For more information, please contact:

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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.*