

# Montana

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MAKING ROOM FOR PERSONALITY

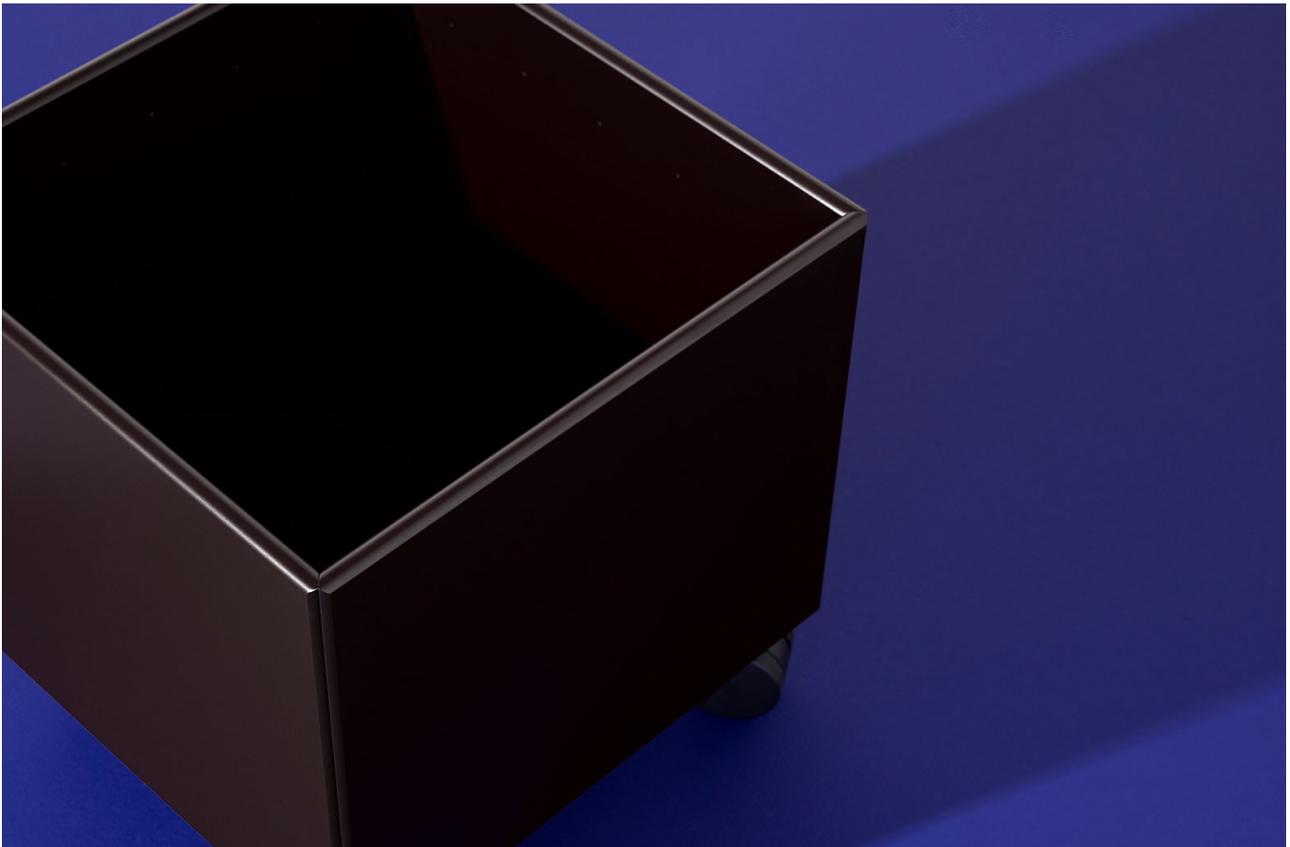
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**Press Release**

May 2019

## **Don't judge a colour by its colour**

*Presenting a new palette of 30 colours*



**Every eight years, Montana develops a new colour palette. The furniture company's latest, expansive palette has come into being in collaboration with expert and colour-chemist, Margrethe Odgaard. The new palette explores how the colours relate to one another, to our bodies, to other materials, and to their spatial surroundings.**

We live in a time defined by technology and countless hours spent in the digital realm. But a counter-movement is stirring. The need for nature, sensorial activation and tactility has arisen in response to the information overload and sensory deprivation that are the hallmarks of our ever-increasing screen-time. This new movement seeks to explore our senses as a means of reducing stress.

### **A body-mind philosophy**

The process of developing a new colour palette – and, by extension, of peering into the future of colours (a fundamental part of the Montana DNA) – has been a long, winding, and fascinating road. Along the way, an essential requirement that emerged is that, to meet human sensory needs, the colours must relate to natural materials such as wood, stone, fabrics, leather and glass. Each colour is adorned with one of six different textures from glossy to grainy, which adds both visual and tactile properties to the surface.

The process of developing the new colour palette has been rooted in a body-mind philosophy: the belief that our bodies long to be cared for, to be heard, and to have space. The colours should, in every way possible, refer to the body and relate to sensory perception and tactility. The names of the colours all refer to the senses and are easy to remember and pronounce: examples include Truffle, Pomelo, Chamomile, Oyster, Mushroom and Pine.

*“It’s important how the colours relate to other senses such as scent, taste and touch. If the colour has a balanced and nourishing expression, if it evokes memories of pleasurable tastes or scents, you are much more prone to surround yourself with it in your home,”* explains Margrethe Odgaard.

CEO of Montana, Joakim Lassen explains about the cooperation with Margrethe Odgaard; “we were thrilled that Margrethe accepted our challenge to create a new colour palette for Montana and we are very pleased with the result. It was a joint project, but we trusted Margrethe completely and gave her free hands in the process. I think that she succeeded in staying true to Montana’s identity and at the same time pushed it to an inspiring new level”, Joakim Lassen ends.

### **New and old colours**

The colours are all interrelated – and can be combined in infinite ways. In the process, each colour has been developed and cared for like a real person, with names, feelings, personal characteristics, and a personal story. The new palette comprises thirty brand-new lacquer colours, ten greys, whites and blacks from the previous palette, and two veneers: forty-two variants in all. The new colours replace the old, but fret not, Montana’s ten-year colour replenishment guarantee makes sure that no previous customer is left without the option to add to their purchase in the colour they have once chosen.

### **Margrethe Odgaard (b. 1978)**

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 – with 276 colours designed especially for the delicate Nordic light. Margrethe constantly develops her own colour indexes in order to reintroduce a rich and luminous character to communicating colours. Since 2013 she has run her own design studio. Before setting up her own, she worked for several years as a textile designer for the French fashion brand EPICE.

Margrethe Odgaard graduated in 2005 from The Royal Danish Academy of Fine Arts, School of Design in Copenhagen and also studied at The Rhode Island School of Design in the US. In 2016 she won the prestigious Torsten and Wanja Söderberg Prize for her colour and textile work.

## Facts

Montana's colour palette consists of 42 different colours. 2 veneers, 10 basic colours and 30 new colours designed by Margrethe Odgaard.

The colour palette spans 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 Montana's lacquers are water-based and eco-friendly and have been certified with EU's official ecolabel. This also applies to the entire product range of the Montana System and the Montana Free shelving system.

The new colours can be found at our retailers' exhibitions from August. However, it is possible to pre-order from week 23.

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.*