

G.A.D

PRESS RELEASE

G.A.D. Launches Furniture for the Contract and Residential Markets at 3 Days of Design in Copenhagen, June 10–12

During 3 Days of Design, June 10–12, G.A.D. will present, for the first time, products developed specifically for the contract market. With the same uncompromising approach to materials, craftsmanship, and local production, the Gotland-based furniture company is now expanding into a new context—offices, meeting rooms, and public spaces.

Since its founding, G.A.D. has manufactured furniture exclusively from solid wood. At a time when veneers, composite materials, and short-lived solutions dominate the furniture industry, this choice is unusual—but fundamental to the company's philosophy.

“We work with solid wood to create honest furniture. Furniture that ages beautifully, can be restored time and time again, and can be passed down through generations. It is the opposite of a throwaway culture,” says Håkan Nilsson, CEO of G.A.D.

All production takes place locally in Sweden, with manufacturing facilities on Gotland and in Småland, allowing the company to offer a high degree of flexibility in size and customization. The raw materials are carefully selected and sourced from the local region. The level of craftsmanship approaches that of a traditional journeyman's test, where every detail, joint, and surface is visible and meaningful.

The first piece introduced for the contract market is the **BURS** meeting table, designed by Kristian Eriksson.

BURS is a generously proportioned meeting table in solid wood, developed for today's work environments where functionality, technology, and aesthetics must work seamlessly together. The table features integrated power outlets and lighting, discreetly incorporated into the construction to preserve its architectural integrity. The result is a meeting table where modern technology meets timeless craftsmanship—built for everyday use and designed to last for generations.

With this launch at 3 Days of Design, G.A.D. marks the beginning of a long-term commitment to the contract market, where sustainability is defined not by certifications and buzzwords, but by material choices, longevity, and local production.

For more information, images, and press materials:

www.gad.se/press

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