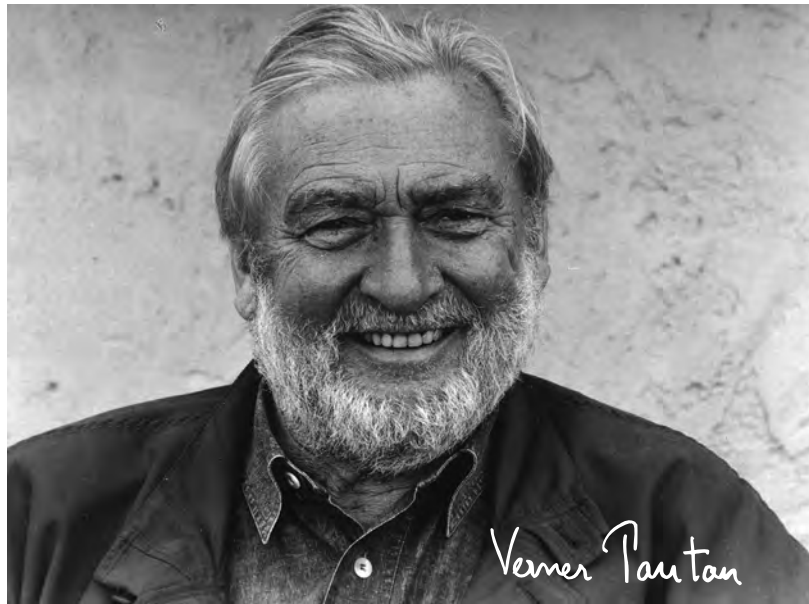


**Verner Panton**



**VERPAN**





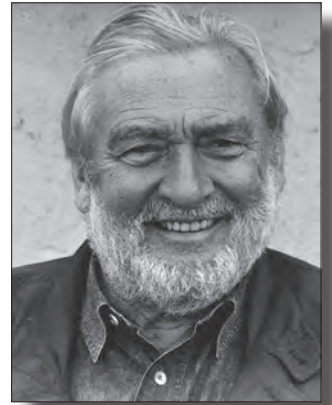
VERNER PANTON (1926-1998) studied at the Royal Danish Academy of Fine Arts in Copenhagen before going on to work at Arne Jacobsen's architectural practice. Verner Panton set up his own design studio in 1955.

Panton is regarded today as one of the key figures within design in the second half of the 20th century.



# Verner Panton

Verner Panton was born in the village of Gamtofte on the island of Funen in 1926. His father was a publican and innkeeper, who worked first at the inns in Haarslev and Mørkenborg and subsequently as tenant publican of the Komigen inn on the Langesø estate near Odense on Funen.



It was here that Verner Panton spent his childhood as the oldest of two brothers, from the age of 10 and following his parents' divorce with three half-brothers. His mother left Funen with Verner's younger brother to live on the island of Lolland.

## Qualified architect

Verner Panton originally wanted to be an artist, but his father was against this so, as a compromise, Verner Panton decided to become an architect and train at the Royal Academy of Fine Arts, School of Architecture in Copenhagen. However, before commencing his architectural training he started his working life as a traditional tradesman, as a bricklayer. In 1951 he qualified as an architect.

## Poul Henningsen and Arne Jacobsen

While studying at the School of Architecture, Verner Panton met Tove Kemp, stepdaughter of the architect Poul Henningsen (PH). This was the beginning of a life-long friendship between Panton and PH, and also led to Panton being offered a job with the architect Arne Jacobsen, where he worked as an apprentice.

To begin with he was given the dullest of tasks producing technical drawings, and then moved on to sketching and furniture and model work.

About his time with Arne Jacobsen, Verner Panton said: "I have never learned as much from anyone as I did from Arne Jacobsen. He taught me to be confident in my own work and to never give up."

## European tour in a VW camper van

After his time with Arne Jacobsen, Verner Panton bought a half share in a VW camper van. The other half was owned by the architect Hans Ove Barfod. Together, they fitted out the camper with sleeping berths and a drawing office, and then set out to find out what Europe had to offer in 1953.



The two architects visited firms in Germany, France, Switzerland and Italy where they were met with goodwill and hospitality but failed to secure any commissions.

After their first trip, Panton bought Barfod's share in the camper and set off again. Over the next two years he visited numerous furniture manufacturers, establishing good friendships with several of them. Most importantly though, he built up a network of useful contacts from which he would derive great pleasure throughout his life.



# Verner Panton

## First production with Fritz Hansen

Verner Panton's first product to go into proper production was the Bachelor Chair, which Fritz Hansen started manufacturing in 1955.



Then followed the Tivoli Chair, a minimalist construction of steel tubes with a back and seat made of woven plastic clothes line. The chair was designed for a restaurant in the Tivoli amusement park in Copenhagen. Today the chair is manufactured by DJob.



## First interior design commission

Verner Panton's first major interior design assignment was the extension of the Komigen inn on the Langesø estate on Funen which his father had leased. The inn needed extending to create space for 700 guests, and it was Verner Panton's job to act as architect and designer for the work.

Most of the furniture, lighting and textiles were designed by Verner Panton. It represented his first complete design project – an experience in five tones of red. The inn attracted huge publicity and attention and became a commercial success. However, it existed for only 10 years or so, before being demolished.

## The Cone Chair

The first Cone Chairs were supplied for the Komigen inn.

Originally, the idea was that Fritz Hansen would produce the chairs, but at the last minute Fritz Hansen backed out of the project so, a new company, Plus-linje, was established in Denmark for the purpose.

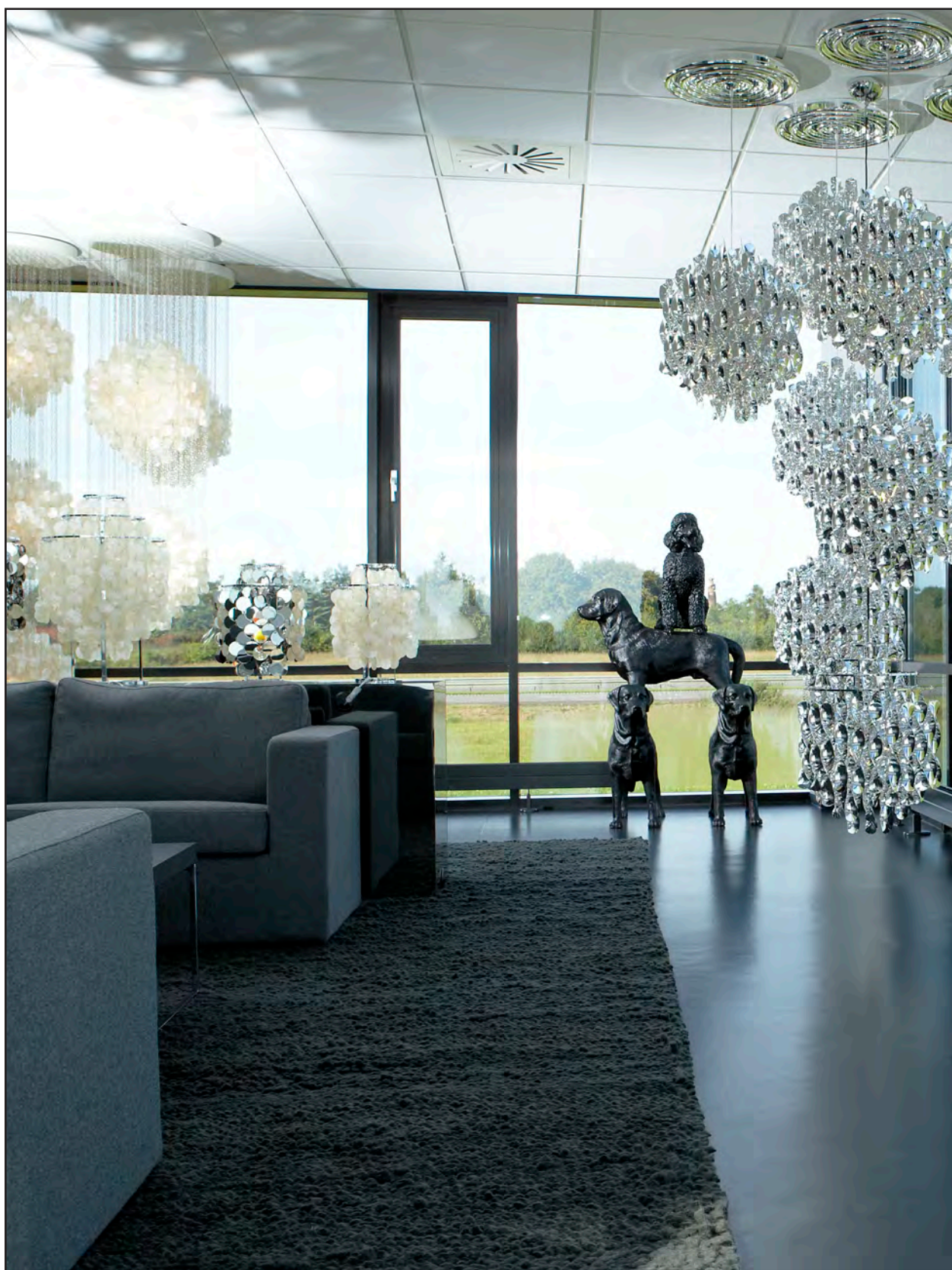


George Tanier, who functioned as Plus-linje's American representative, was extremely enthusiastic and had the Cone Chair prominently displayed in a store on the corner of Fifth Avenue in New York. The chair caused so much traffic chaos because of the crowds that the police asked Tanier to remove it from his display windows.

Today, more than 40 years after its introduction, the Cone Chair is enjoying a renaissance as a cult product in Vitra International's collection.

**VERPAN**









# Verner Panton

## An oasis – Marianne Panton

It was in 1962 that Verner Panton first met Marianne Pherson Oertenheim, daughter of the Swedish landowner Alfred Pherson. They married in 1964. In Marianne, Panton had a wife who was a wise adviser, an ambassador and a manager who could manage life at a castle, if that was called for.

Together in the 1960s they set up home and a studio in Basel in Switzerland with a dozen employees and started taking on spectacular assignments:

- Spiegel Publishing House
- Bayer exhibition ships
- Furniture
- Lamps
- Textiles

In 1966 their daughter Carin was born. Panton worshipped her. Pictures from this time show Panton as a softer man, and more at peace with himself.

## Textiles

With the refurbishment of the Komigen inn and the Astoria Hotel in Norway, Panton had created a platform for series production, not just of furniture and lighting but also for the textiles that were such a distinctive part of the interiors.



Many of the textiles that Verner Panton designed then are being manufactured today.

## Furniture

Verner Panton has created a stir on countless occasions with his striking furniture designs. When he designed the Flying Chair, a German furniture manufacturer suggested organising a collection to pay Panton for the rest of his life if he, in return, promised never to design another piece of furniture.

The most famous productions:



- Panton Chair
- Flying Chair
- Living Tower
- S-Chair (the chair without joints)
- Pantonova (a range of furniture made from metal wire)
- 01/02/03 system furniture
- Vipp
- PantoStack
- Phantom
- Cone Chair

**VERPAN**



# Verner Panton

## Lighting

Verner Panton started by designing lamps for Louis Poulsen. The first lamp to be put into production was the Topan lamp in 1959, followed by the Moon lamp in 1960.

In 1964 Panton contacted the lighting manufacturer J. Lüber AG in Switzerland about a lamp which he had designed that consisted of hundreds of small reflective discs.

The first prototype of this lamp was made using discs cut out of silver foil by his wife Marianne. Lüber liked the concept but had reservations about the materials. Instead, to achieve a similar effect to silver foil, the discs were made from thin metal sheet (as used for the product today).

The impetus for the next phase of the work was classic Panton inspiration:

Have: design

Wanted: raw materials



The raw material chosen was something as unusual as large sea shells, coated on the inside with mother-of-pearl and which were available by the million in the Tropics. If these shells could be sold in Europe, it would give the economies of various developing countries a cash injection and perhaps form the foundation for a unique product.

This is how the mother-of-pearl Fun series was born – and later the series was also produced in metal.

A feature of both was the stunning interplay of light and sound produced by the lamps when just a slight breeze was blowing.

Well-known lamps designed by Verner Panton:

- Fun series (mother-of-pearl and metal)
- Flower Pot
- Ball (manufactured from plastic bubbles)
- VP Globe
- Panthella
- VP Europa
- Spiral
- Spy
- Moon Lamp
- Onion
- Pantop
- Wire

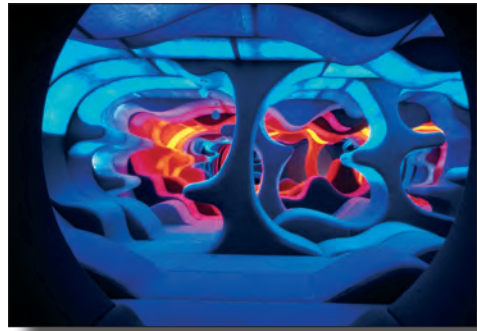


**VERPAN**

# Verner Panton

## Interior design projects:

Verner Panton undertook numerous interior design projects, including several for the German chemicals group Bayer. Panton initiated the dialogue with Bayer in connection with the development of the Panton Chair.



Subsequently, the company asked Panton to create a stand for them at the furniture fair in Cologne, Germany, in 1968. The aim of the project was to promote the fabric 'd r a l o n'. Bayer wanted to show the multiple possibilities offered by the new textile. For this an exhibition ship was fitted out – Visiona 0 – and a length of quayside adorned with round, bright discs made of d r a l o n.

After this sensational result, Panton moved to Hamburg to furnish the Spiegel Publishing House. The aim of the refurbishment was to use design to motivate employees, to encourage them to relax in the canteen, staff swimming pool and in the bar, and to stimulate their concentration while working.

Spiegel Publishing House became a complete design project. To this day, the bar and canteen are still intact.

In 1971 Panton refurbished Restaurant Varna in Aarhus. It has been claimed that this project possibly represented Panton's most extensive design project. From the outset, Restaurant Varna became a cult venue in Aarhus, but Panton's interiors existed for only ten years or so.



In the 1980s, Panton was given a spectacular interior design commission, renovating the Circus Building in Copenhagen. A circus is for brief, intense experiences, for partying and festive occasions. Panton's interior used colour and the transition from matt pastel to high-gloss red lacquer or shiny gold to emphasise the building's original columns and roof construction. The final result was an immense success – with both the general public and the media.

**VERPAN**

# Verner Panton

## What is more important, shape or colour?

Colour, thought Panton.

Verner Panton always had something to say about colour. For example, he always wore blue, with his shirt perhaps a lighter blue. That way everything matched everything. Also in terms of the signal value maybe.

"Blue expresses relaxed sensibility, calmness and satisfaction, faithfulness; blue symbolises confidential friendship, love... Dark blue stands for depth, light blue for width. Goethe lets blue symbolise intelligence."

Verner Panton

What have we learned from Panton?

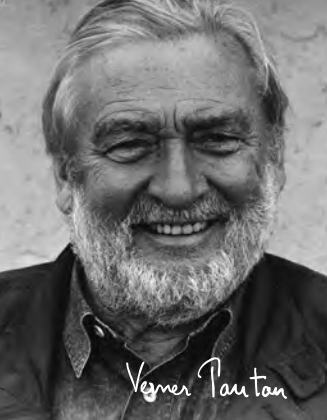
To be a little more courageous.

That perfect design is a combination of colour, shape and material.

To look for design that is at peace with itself, which is individual and perfect, and which will endure.



**VERPAN**



Verner Panton (1926-1998) trained at the Royal Danish Academy of Fine Arts in Copenhagen. He was an inspirational and colourful person with a special sense of shapes, light, function and space.

Verner Panton is regarded today as a major contributor to the development of design in the second half of the 20th century.

## Original Verner Panton

All Verner Panton lamps manufactured by Verpan are provided with a signed certificate.

In numerous lamps you will find an engraved Verner Panton signature. Your guarantee for a genuine Verner Panton lamp. Made in the right materials in a very high quality by Verpan.

The Verner Panton lamps from Verpan are re-issued in cooperation with the Panton Estate in Basel.

For further details regarding please see [www.verpan.dk](http://www.verpan.dk)





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