

Wegner

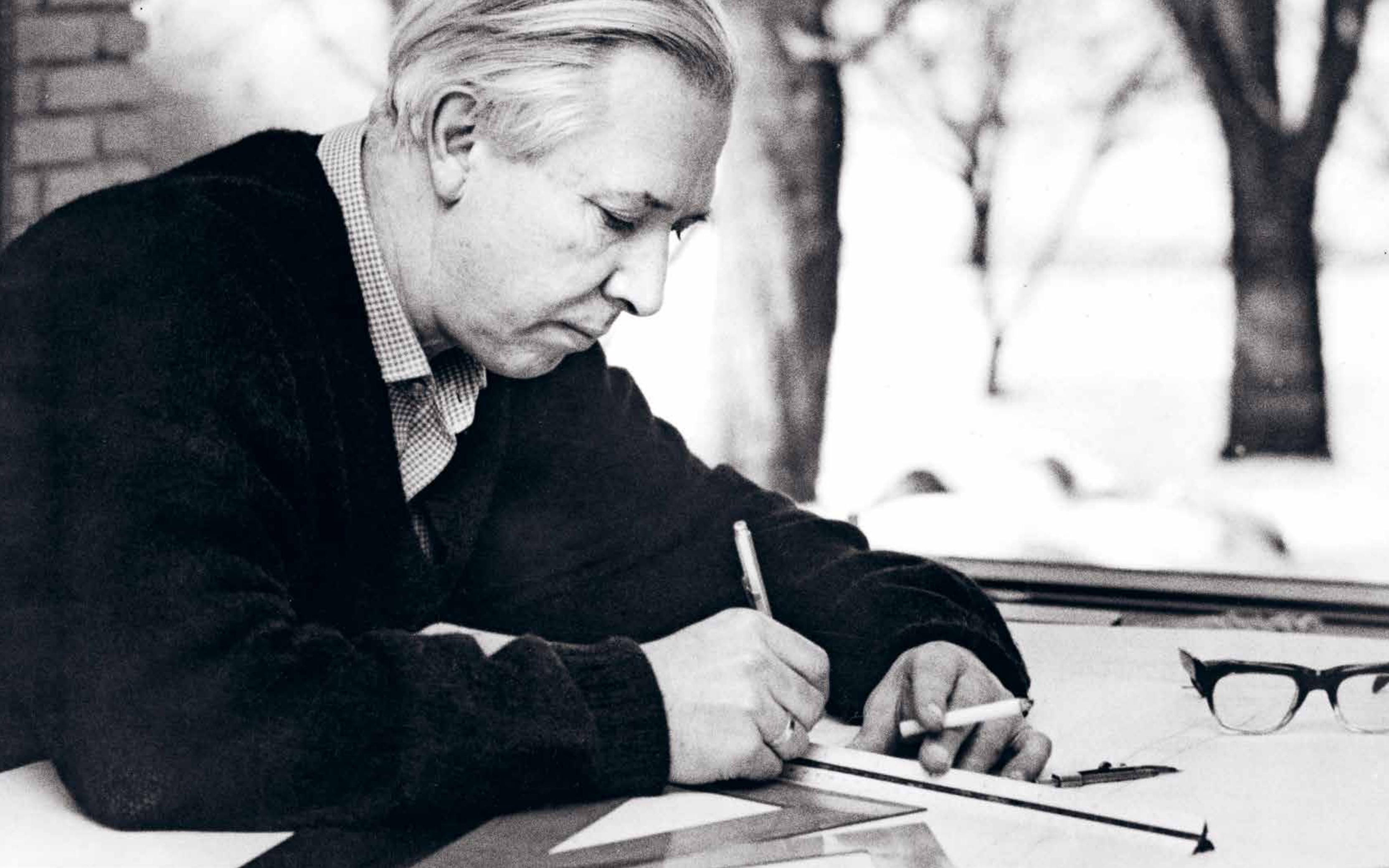
GETAMA®





GETAMA since 1899







Getama har i snart 65 år produceret møbler tegnet af møbelarkitekten Hans J. Wegner, og vi fremstiller fortsat en lang række af de stole, borde og sofaer, han oprindeligt tegnede til os.

Navnet Getama er en sammentrækning af Gedsted Tang og Madrasfabrik, og det var netop virksomhedens erfaring med madrasser, der fik Wegner til i 1950 som kun 36-årig at vælge os som producent af sine lænestole og sofaer med løse puder i træstel.

Getamas fabrik ligger fortsat i Gedsted i Vesthimmerland tæt på Limfjorden. Det er langt ude på landet og fjernt fra Wegners tegnestue i København, så møbelarkitekten kunne ikke bare lige kigge forbi. Besøgene på virksomheden måtte derfor planlægges nøje og strakte sig som regel over flere dage, hvor engagerede diskussioner, saglige afprøvninger og faglig kritik bølgede mellem de dedikerede fagfolk.

Wegner besøgte altid Getama mindst en gang om året, nemlig når hans ideer til nye møbler til salgsmessen i Bella Centret skulle op at stå. Men han kunne også lægge vejen forbi, når de møbler han havde tegnet til en specialopgave skulle realiseres. For det var uhyre vigtigt for ham at følge omsætningen fra streger på papir til færdigt produkt og se til at tingene blev, som han havde forestillet sig dem. Så blev der arbejdet til langt ud på natten, så han kunne nå at bedømme slutresultatet, før han atter måtte vende hjem. Wegner elskede at deltage aktivt i sådanne arbejdsprocesser, og det var da også her – i arbejdet med at få bygget de første prøveeksemplarer af et nyt møbel – at kvaliteten blev fastlagt og indarbejdet hos de ledende medarbejdere inden for virksomhedens forskellige fagområder. Men intet besøg uden en rundtur gennem alle virksomhedens forskellige afdelinger. For det gjaldt også om at gøre brug af hans fantastiske evne til at spotte selv helt små afvigelser fra det oprindeligt aftalte.

Sammen formåede Wegner og Getama at få mere end 120 forskellige færdige modeller gjort klar til præsentation. Klassikere

som f.eks. lænestolen GE290 og sovesofaen GE258 blev således omsat fra tegning til færdigt møbel i Gedsted. Det var dog ikke altid, Wegners ideer straks blev positivt modtaget. Stolen Butterfly, som i dag er Getamas mest solgte møbel, blev f.eks. tegnet i 1976, men der skulle gå hele ti år, før den slog rigtigt an og der lidt efter lidt kom gang i salget.

Udover lænestole, sofaer og spisegrupper til hjemmet nåede Wegner også at udvikle en lang række forskellige møbler til institutioner for Getama. Blandt disse hører f.eks. komplette indretninger til kollegieværelser, hvor opgaven bestod i at møblere smukt og praktisk på meget lidt plads. Men også hotelgæster, kirke- og teatergængere, patienter på landets sygehuse og kontoransatte har kunnet nyde godt af Wegners konstruktive fantasi og velgennemtænkte udøvelse af sit fag.

Hos Getama har vi stadigvæk stor glæde af Wegners idérigdom og dybe engagement, og i dag står ca. 40 medarbejdere for fremstillingen og salget af fabrikkens produkter til ind- og udland. I staben findes endnu fagfolk, som personligt har arbejdet sammen med Wegner, og de er med til at videreføre traditionen og garantere, at møblerne også i dag bliver udført i overensstemmelse med Wegners originale tegninger og høje krav til kvalitet.

Vi er alle stolte over fortsat at løfte arven efter Hans J. Wegner. Ikke bare i Danmark, men også i udlandet, hvor hans navn er synonymt med Danish Design. Skønhed og siddekømført, æstetik og brugsværdi, modernitet og klassikerstatus. Det er dét, vi hver dag med glæde går på arbejde for, hos Getama.

***Getama** has been producing furniture designed by the furniture designer, Hans J. Wegner, for nearly 65 years. We still manufacture an array of the chairs, tables, and sofas which he originally designed for us.*

The name Getama is a contraction of the words Gedsted Tang and Madrasfabrik. In 1950, Wegner who was 36 years of age at the time, specifically asked us to manufacture his armchairs and wood framed sofas with loose cushions because of our experience with mattresses.

Getama's factory is still located in Gedsted in Vesthimmerland close to Limfjorden, way out in the countryside and far away from Wegner's design studio in Copenhagen. This remote location prevented spontaneous visits from the furniture designer himself. Visits to the factory had to be carefully planned and usually lasted several days. On these occasions, intense discussions were shared, objective testing was made, and professional critique was exchanged among the dedicated craftsmen.

Wegner routinely visited Getama at least once a year. This was when he needed to come up with ideas for new furniture that could be presented on the Bella Centre trade fair. However, he would also pay the occasional visit when furniture which he had been asked to design as a special assignment needed to be realised. It was vital for Wegner to monitor the sales, starting with the initial drawings on paper and ending with the finished product. That was the only way he could make sure that everything was carried out in strict accordance with his plans and ideas. People would work late into the night in order for him to be able to assess the final result before returning back home. Wegner was very fond of taking active part in these work processes. In fact, these sessions that involved making the first furniture prototypes was where the quality was defined and incorporated among the senior executives in charge of the company's different departments. Every single visit was accompanied by a tour of all the company's different departments to make use of his outstanding

ability to spot even the slightest deviations from the design that was originally agreed upon.

Together, Wegner and Getama managed to complete more than 120 different finished models, ready for presentation. Classics like e.g. the GE290 armchair and the GE258 sofa bed were converted from drawings to finished furniture in Gedsted. However, Wegner's ideas were not always received positively right from the beginning. For instance, the Butterfly chair, currently Getama's most widely sold piece of furniture, was designed in 1976. Still, ten years passed before it really made a breakthrough and gradually started selling.

Besides armchairs, sofas, and dining room settings, Wegner managed to develop an array of different types of institutional furniture for Getama. Among these are complete interior settings for dormitory rooms, where the challenge was to furnish the rooms as beautifully and practically as possible in very confined surroundings. Even hotel guests, church and moviegoers, hospital patients, and office employees had the opportunity to enjoy Wegner's constructive fantasy and the well thought out way in which he exercised his profession.

At Getama, we are still able to enjoy Wegner's inventiveness and deep engagement. Today, 40 employees are responsible for the manufacturing and retail of the factory's products in Denmark and abroad. Among our staff, you will still find professionals who have personally worked together with Wegner. They keep the tradition alive and guarantee that, even today, the furniture is crafted in compliance with Wegner's original drawings and high quality demands.

We are all proud to be able to continue Hans J. Wegner's legacy, not just in Denmark but also abroad where his name is synonymous with Danish Design. Beauty, seating comfort, aesthetics, and functionality, modernity, and classic status continue to be the virtues that we all look forward to pursuing when we show up for work every day at Getama.





GE 460

GE 460





GE 465



GE 525



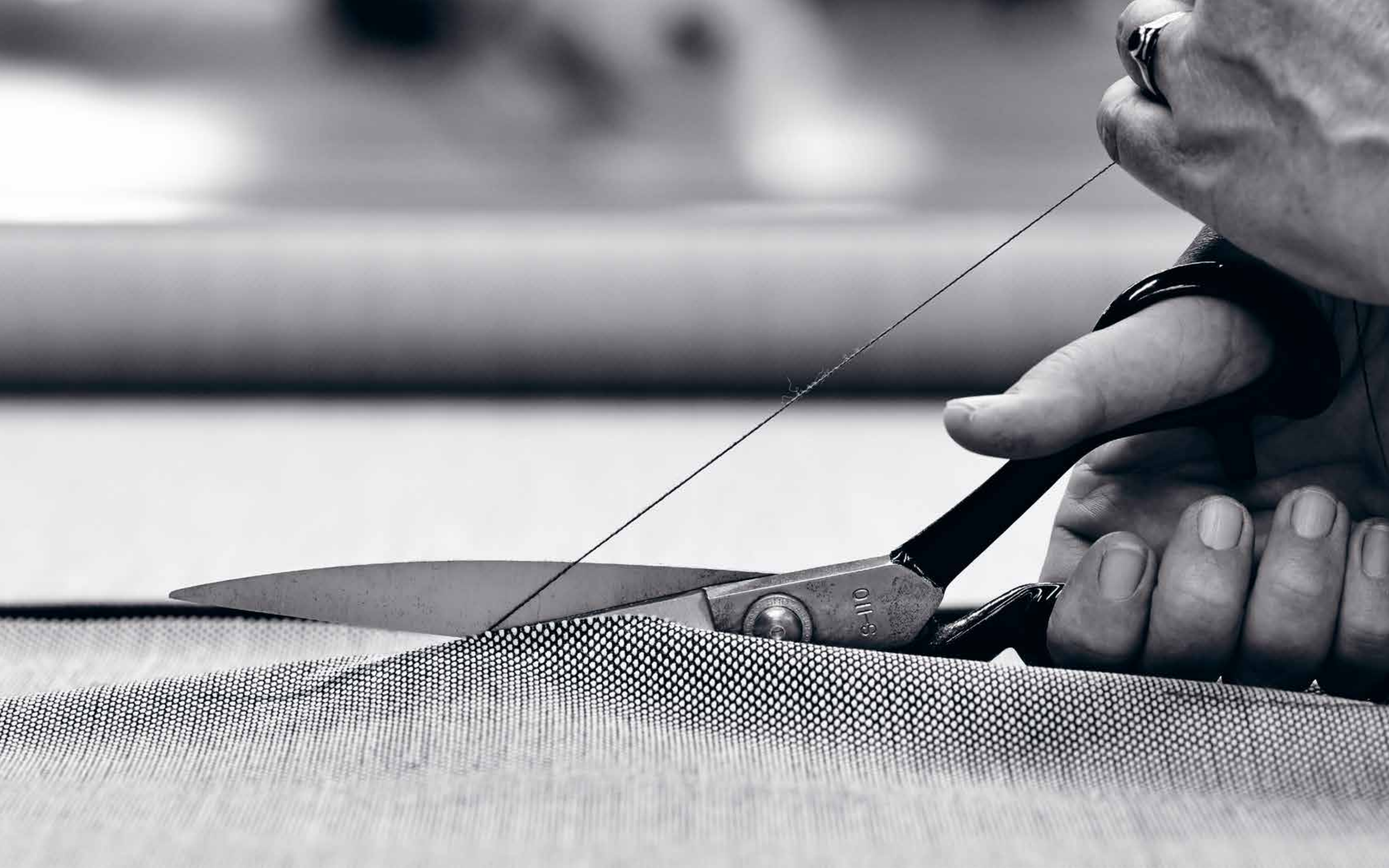
GE 525 / GE 526

GE 526





GE 525





GE 1935 / GE 1936 / GE 1937



GE 1935



GE 1935



GE 236-3



GE 236-3







GE 34-2



GE 501



GE 501







GE 285-2



GE 285-3

GE 284S



GE 284A



GE 284







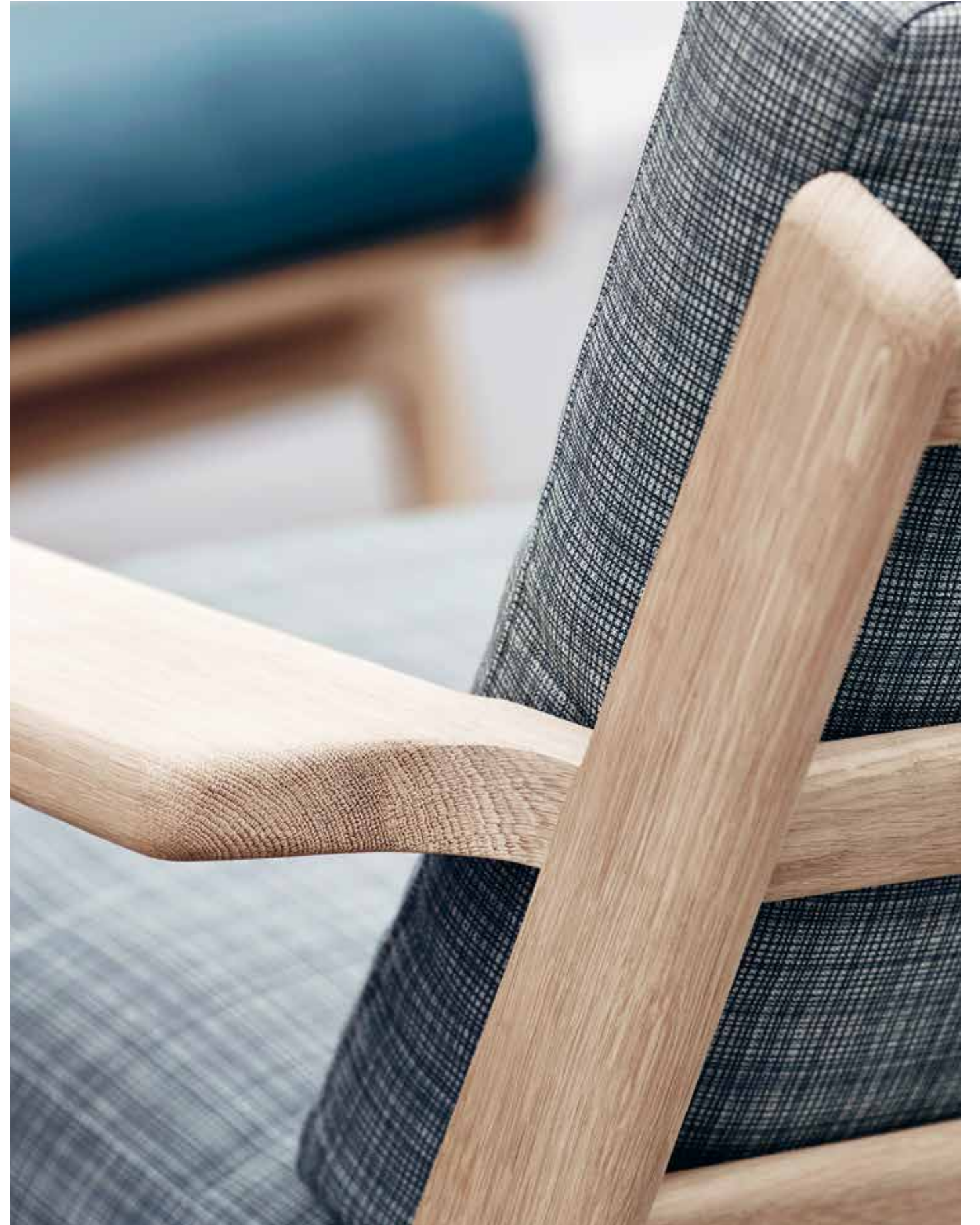
GE 290-2



GE 290



GE 290-2 / GE 290





GE 290-3



GE 290A



GE 290S





GE 280S / GE 280







GE 370



GE 375



GE 375 / GE 375S







GE 2000-2 ½



GE 2000



GE 2000-2



GE 2000-3



GE Sofaborde / Coffee tables





GE 12



GE 80/86



GE 81/87



GE 465



GE 82/85



GE 83/88



GE 258 Day-Bed



GE 259 Day-Bed



GE 261 Day-Bed





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Photo

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Art direction and design
SQUAWS

Thanks to Hans J. Wegners Design Studio

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