

PRELUDIA SERIES - Design: Brad Ascalon



DESCRIPTION

The design of the Preludia Series combines superior comfort with a minimalist expression and is crafted in solid wood and veneer partially upholstered, or fully upholstered with the finest textiles or leathers in an array of colors. The Series includes stylish chairs, bar chairs, tables and a bar table, offering great functionality.

[Discover the full Preludia Series here](https://carlhansen.filecamp.com/public/file/cn5b-91c171cj)

[\(https://carlhansen.filecamp.com/public/file/cn5b-91c171cj\)](https://carlhansen.filecamp.com/public/file/cn5b-91c171cj)

THE DESIGNER

Born in 1977 into a family of creators, Brad Ascalon became immersed in the world of art and design at a young age. His grandfather, a noted sculptor and industrial designer, and his father, an artist renowned for large-scale

installations found in private and public spaces throughout North America, instilled in Ascalon a passion for design and a focus on craftsmanship, materials and longevity.

Ascalon's first passion, music, is a constant source of inspiration for his work, particularly his preferred minimalist genre. The pared-down composition helps guide Ascalon toward simple, authentic solutions that fit naturally with their environment, creating the desired ambience and impact for both his clients and their audiences.

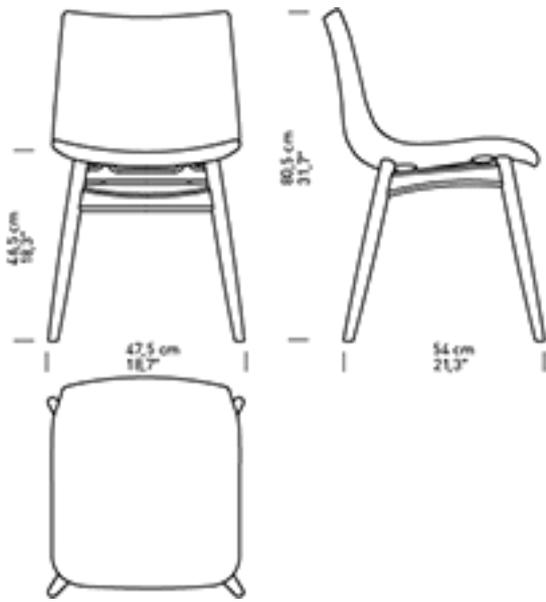
Building on the legacy of his father and grandfather, one he detoured from once, years ago, to work in both the advertising and music industries, Ascalon has made longevity and craftsmanship the core tenets of his design work. He prefers to forgo trends in favour of solutions with more permanent value, choosing materials, forms and techniques based on a long-term view of how his objects will serve people and adapt to their lives. Rarely working with plastics and new materials, he prefers to explore the potential and warmth of traditional ones. Wood is a particular favourite and Ascalon enjoys pushing the boundaries of what the material can achieve to attain new aesthetic and functional realms.

Ascalon's Preludia series is his first collaboration with Carl Hansen & Son - and the company's first collaboration with an American designer. In terms of aesthetic, function, and craftsmanship, the Preludia series illustrates Ascalon's ability to innovate with traditional materials while staying true to his collaborator's established heritage.

The suite of tables and chairs pairs a clean, modern expression with extensive customisation options to accommodate wide-ranging user needs - and significantly expands Carl Hansen & Son's contract market portfolio.

Ascalon's pragmatism, creativity and empathy have been instrumental in positioning the designer as one of the leading American design voices of his generation. He has exhibited his work around the world, from the global design hubs of Milan, Paris, London, Cologne, Stockholm and New York, to Chicago, Los Angeles, Guangzhou and Moscow, where in 2013 he was singlehandedly invited to represent American design with an installation at Moscow Design Week

VARIANTS CHOICES AND DIMENSIONS



ENVIRONMENTAL INFORMATION

Carl Hansen & Søn and sustainability

People's fascination of the combination of good design and wood, as well as other natural materials, is something that transcends time and fashion. At Carl Hansen & Søn, we believe that this fascination helps to explain the great interest in our furniture, and we take very seriously concerns about the sustainability of the natural resources upon which we depend for our products. That is why we strive every day to improve our production methods, logistics and sales efforts in respect of scarce natural resources.

We buy wood only from sustainably managed forests. All sourced wood meets EUTR 2013 regulations, Danish Forest Legislation and current international certifications. Oak, beech and ash come primarily from Danish forests which are managed according to the principles described in Denmark's National Forest Programme; some of these wood types are also sourced from other similarly managed European forests, or, in the case of walnut and cherry, North American forests.

We use every possible bit of these fine hardwoods in our furniture production. Inevitably, however, there are some scraps, which are then used to produce other products or recycled in district heating plants.

TESTS AND CERTIFICATIONS

All tests and certificates are available on request.

CONTACT INFORMATION

EUROPE

Carl Hansen & Søn A/S

Hylkedamvej 77-79

DK 5591 Gelsted

Denmark

Tel: +45 66 12 14 04
info@carlhansen.com

Customer enquiries

customerservice@carlhansen.dk

Press

For all press-related inquiries, please contact press@carlhansen.com

Carl Hansen & Søn Flagship Store

Bredgade 18, 21 & 23
1260 Copenhagen K
Denmark

Opening Hours:

Monday-Friday: 11.00 - 18.00

Saturday: 10.00 - 15.00

NB: Please note that Bredgade 18 is closed on Mondays. Saturday open by appointment only.

Phone: +45 64 47 23 60

retail@carlhansen.dk

Carl Hansen & Søn Showroom Oslo

Drammensveien 130 B9
0277 Oslo
Norway

[Contact info Norway \(https://www.carlhansen.com/contact-info-norway/\)](https://www.carlhansen.com/contact-info-norway/)

Carl Hansen & Søn Flagship Store Stockholm

Karlavägen 76
114 59 Stockholm
Sweden

Opening Hours:

Monday-Friday: 10.00 - 18.00

Saturday: 11.00 - 16.00

Tel +46 70-1907382

Mail: infosweden@carlhansen.dk

Carl Hansen & Søn Showroom London

16A Bowling Green Lane

London

EC1R 0BD

United Kingdom

Tel: +44 (0) 20 7632 7587

Mail: ukinfo@carlhansen.com

Carl Hansen & Søn Italy SRL

Showroom Milan

Foro Buonaparte 18/A/ Via Arco 4

20121 Milan

Tel: +39 02 89011837

Opening Hours:

Monday: 15.00-19.00

Tuesday-Friday: 10.00 - 19.00

Saturday: 10.00-18.00

Sunday: closed

Area Manager Southern Europe

Ottorino Castegnaro

Tel: +39 340 4266636

Mail: oc@carlhansen.dk

AMERICA

Carl Hansen & Søn Showroom New York

251 Park Avenue South

13th Floor

New York, NY 10010

Tel: +1 212 242 6736

Customer Service: Northamerica@carlhansen.com

Contract Sales:

[Contract contact information US](https://www.carlhansen.com/contract-contact-information-us)

[\(https://www.carlhansen.com/contract-contact-information-us/\)](https://www.carlhansen.com/contract-contact-information-us/)

Carl Hansen & Søn Flagship Store San Francisco

111 Rhode Island Street

Suite 3

San Francisco, CA 94103

T: +1 628 204 3339

ASIA / PACIFIC

Carl Hansen & Søn Japan K.K.

7F Esla Harajuku Bldg., 3-25-14 Jingumae

Shibuya-ku 150-0001

Tokyo, Japan

Tel: +81 3 5413 6771

Fax: +81 3 5413 6772

info@carlhansen.jp

Carl Hansen & Søn Flagship Store Japan

Aoyama Artworks 1/2F

2-5-10 Jingumae

Shibuya-ku, Tokyo, 150-0001

Japan

+81 3 5413 5421

Opening hours

Mon-Fri: 11 am- 8 pm

Sat. Sun. and

National Holidays: 12 a m - 7pm

Carl Hansen & Søn Asia Pacific Limited

16th Floor, 202 Centre

202-204 Des Voeux Road West

Hong Kong

Tel: +852 563 10267

Mail: asiainfo@carlhansen.dk

Carl Hansen & Søn China

Level 1, Building 22, No. 672 Changle Road

Xuhui District, Shanghai

China, 200030

Tel: +86 136 3217 4216

Mail: chinainfo@carlhansen.dk