

Carl Hansen & Søn

Carl Hansen & Søn needed a functional and inspiring catalogue showcasing their timeless products, designers and values.

I was a brand consultant and copywriter collaborating with art directors and the Carl Hansen & Søn marketing team.



Challenge — Product catalogues can feel functional. So, how can you bring in storytelling and personality?

Insight — The Carl Hansen & Søn tagline is **Every piece comes with a story**. So, it felt quite natural to also write about the beautiful stories they create.

Solution — Show how inspiring leaders within the worlds of design, hospitality and architecture embrace Carl Hansen & Søn pieces to create iconic spaces in homes, hotels and galleries.

ARCHITECTS AT QUINCOCES-DRAGO & PARTNERS
AND CURATORS AT SIX GALLERY

Fanny Bauer Grung and David Lopez Quincoces



Fanny Bauer Grung and David Lopez Quincoces are a couple in work and in life. Fanny is Norwegian, but has lived in Italy her whole life. Her Scandinavian roots mean she has always been close to design. David has lived in Milan for 15 years, but originally comes from Spain - he is the son of an artist and an engineer. So, just like the space they curate and work in, this couple are an eclectic blend.

The idea behind the Gallery is a space in flux, where new and older pieces combine and varying styles and influences mix. The couple are clear, however, that their design choices are not purely whimsical. History and research are what give them real freedom to play and explore. For Fanny, it is important that everything ultimately has coherence, that things come together and make sense as a whole - "Those days things change so quickly and there are so many trends. We still feel, however, that you should recognize one vision in all the work".

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The couple's architectural office looks down onto the Gallery courtyard where an open archway frames two Kaare Klint Safari Chairs, placed neatly next to one another. The chairs are surrounded by lush palms, unknown pieces and diverse items. The couple like it this way as they feel this encourages the pieces to "talk to one another". Fanny also feels that the tradition and heritage of the Carl Hansen & Søn furniture lends strength to the other pieces.

Plants feature prominently in the space as does the natural light beaming in from the roof skylight. But the plentiful foliage is not only decorative. Fanny and David use plants to divide rooms and create spaces. They believe that plants offer elasticity and bring life to a space. They remove the need for walls and are a different way of delineating, of seeing things from a fresh perspective. It is this perspective that makes Six Gallery so appealing - an inspiring and evolving space worth revisiting.

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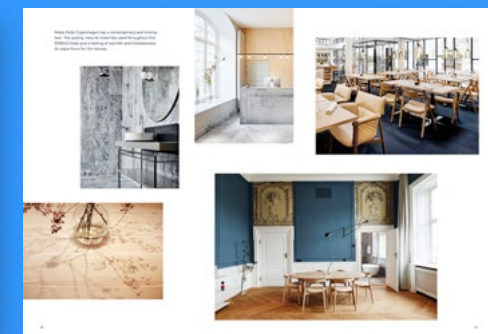
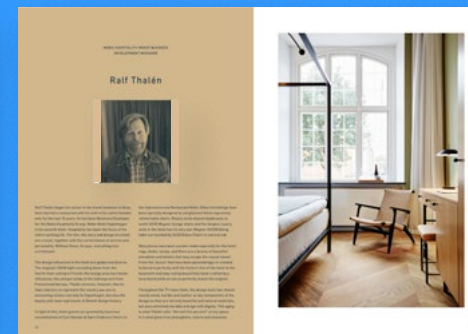
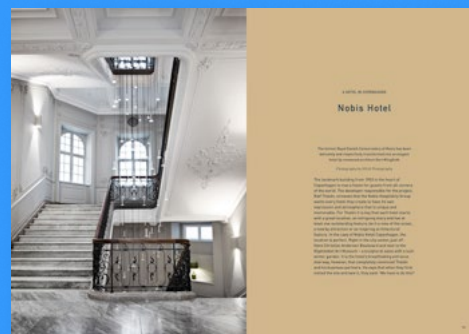
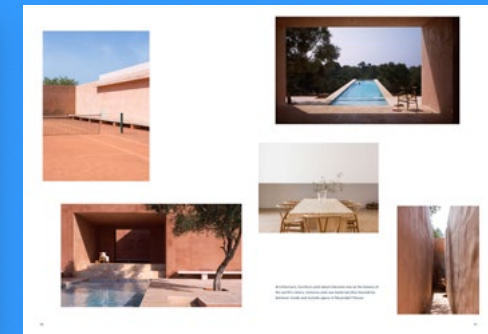
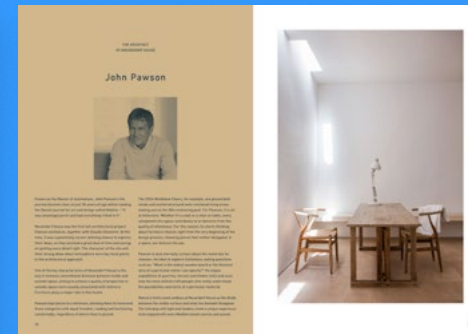
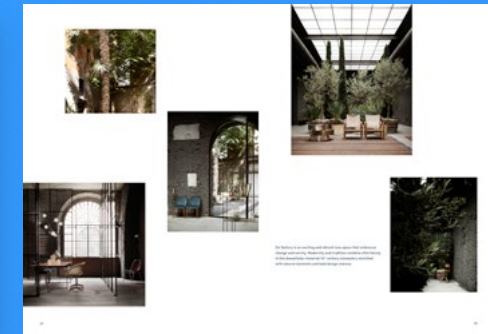
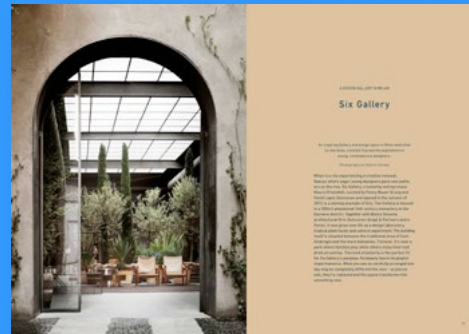


Catalogue

For this **editorial series**, I interviewed prominent Carl Hansen & Søn spokespersons about their design ethos, creative journey and use of space and materials. Each article tells a pioneer's story and highlights a space created by them.

Nobis Hotel in Copenhagen by Ralf Thalén, Six Gallery in Milan by Fanny Bauer Grung and David Lopez Quincoces, and Neuendorf House in Mallorca by John Pawson.

Specific Carl Hansen & Søn pieces are showcased within each article.



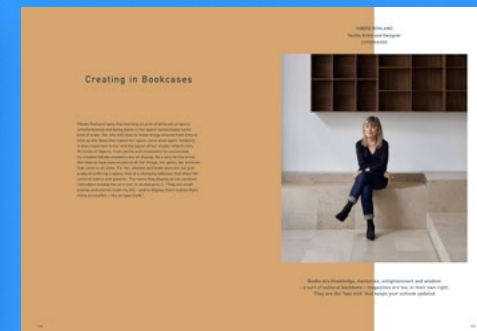
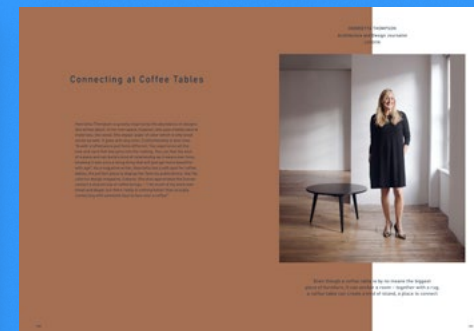
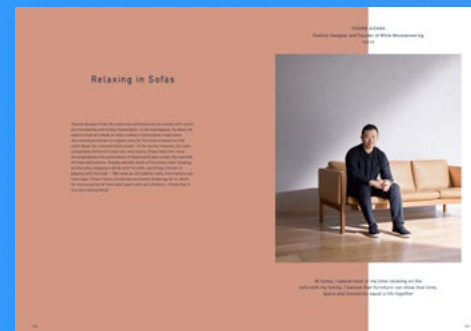
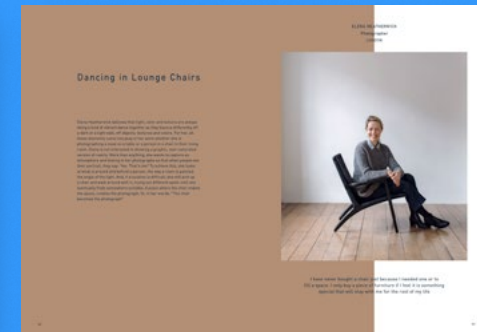
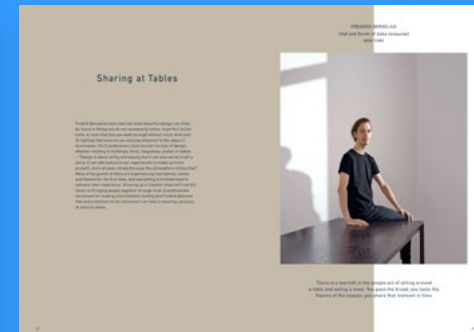
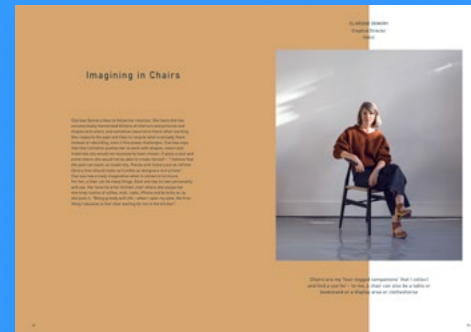
For the **sectional spreads** introducing furniture categories I asked creative professionals how space and design influence their work and emotions.

Interviews included a star chef in New York, an international editor in London, a Danish textile artist, a French Creative Director, a British photographer, and a Japanese fashion designer.



Copy case #5 / Carl Hansen & Søn

Creatives shared what they love about their work and a chosen Carl Hansen & Søn piece. Their choices **introduce each catalogue category**, from “Imagining in chairs” to “Sharing at tables”, “Creating in bookcases”, “Dancing in lounge chairs”, “Connecting at coffee tables”, and “Relaxing in sofas”.



Product descriptions

A selection of 160 **unique product descriptors** written within the precise Carl Hansen & Søn tone of voice and adapted for online with SEO optimisation.



KK96620 Faaborg Chair

Contemplate a significant piece of artwork, in an artwork. This iconic design is one of life's rare pleasures, designed for everyone who appreciates beauty.



MK99200 Folding Chair

There when needed, swiftly folded away when not. Feel supported by the elegant simplicity of this highly-functional folding chair.

AB001 Rocking Nest Chair

Meditative movement, considered design and practical construction make the Rocking Nest Chair a sanctuary of peace and harmony.



SH900 Extend Table

A bold table that blends new and known materials to create a novel take on functionalism. A true feast for the eyes.

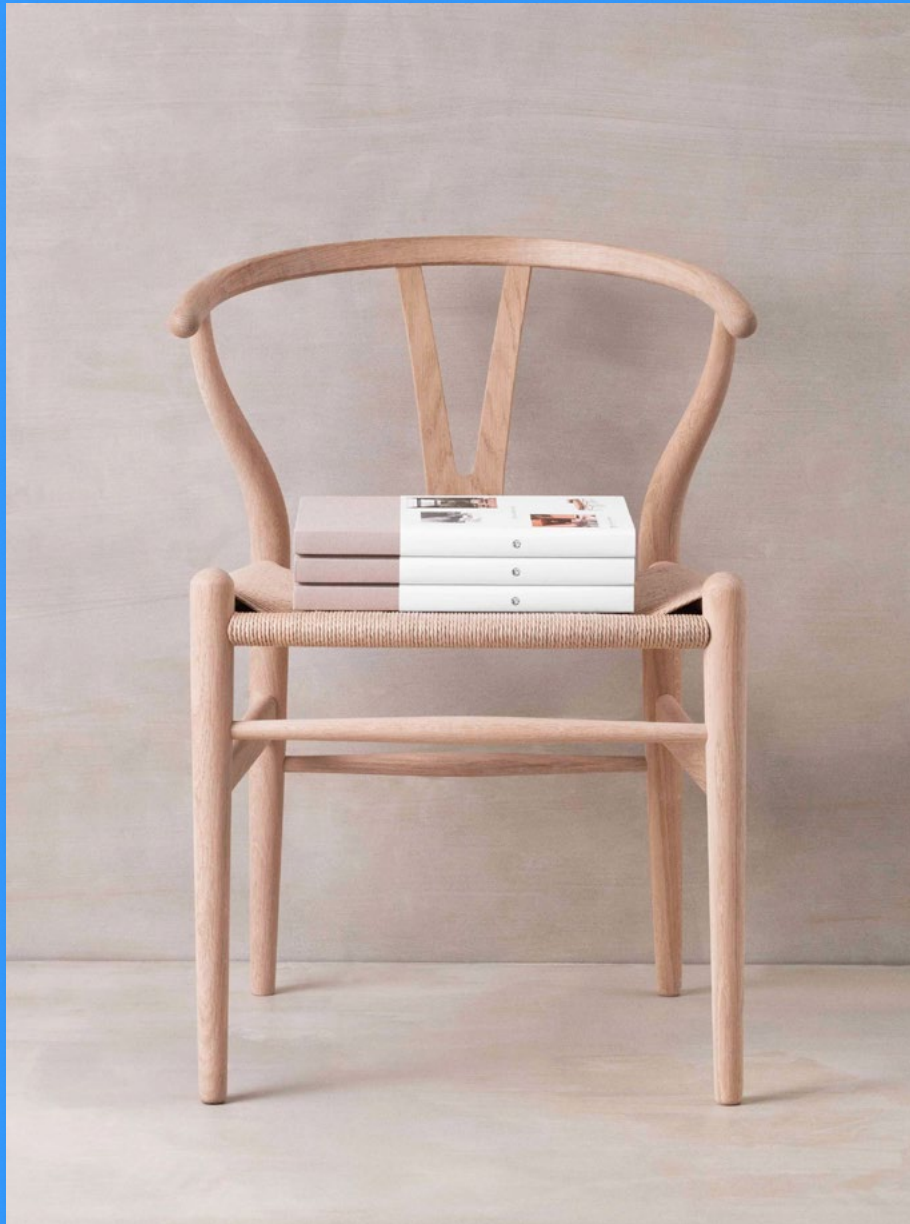


MK Bookcase System

The simple square is elevated to an art form in this visionary bookcase system. Find peace and calm knowing that there is a place for everything.

My copy tasks

- Catalogue copy (180 pages)
- Articles / Interviews
- Product descriptors (160 in total)
- SEO copywriting for all products
- Editing / Proof-reading
- Presentation decks
- Competitor audit



Here's what I can write for you.

Conceptual copy

- Develop and execute advertising campaigns (digital, social and physical media), B2C/B2B

Brand copy

- Product naming
- Brand and campaign taglines
- Website / UX copywriting
- Brand platform copy
- E-mails / newsletters / press releases
- Brand ambassador / influencer guides
- White papers / annual reports
- Brochures / catalogues
- Presentation decks
- SEO optimisation
- AEO/LLM optimisation

Foundational copy *

- Brand positioning statements
- Product value propositions
- Commercial narratives
- Persona language guides
- Brand tone of voice guides
- Editorial content strategy

* I'll happily **engineer LLM prompts**

for foundational language guides if

they help facilitate better brand writing.

Most copy is, however, still best made

by lovely, feeling humans! 🥰

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I look forward to collaborating with you and making words the hero! 🙌🙌