PLEASE WAIT
PLEASE WAIT to be SEATED
COLLECTION
DOES ANYONE READ INTROS? We usually go straight to the pictures.

If you see a ‘PLEASE WAIT to be SEATED’ sign, you know the place will be popular and there’ll be a certain buzz about the clientele. A gut feeling that the guys in charge are looking out for you.

We like to mix and match – balancing new ideas and designs with tradition and history. Never keeping still. Our showroom/shop/workspace/venue has been switched, swapped and repainted (never in white). We’ve got no idea how many times.

Come in and explore, experience. It’s a tactile world, and this is our favourite millennium. But we know the 21st century doesn’t have a monopoly on style. Like our chosen designers, we push things forward while tipping our hats to those who came before and got it right.
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We at PLEASE WAIT to be SEATED are big fans of exoplanets, so we love this radiant group. You decide the various combinations of colour and size that orbit the still centre of the array. It's not often you get a chance to create your own orrery. Interaction is the core of the system. The discs are magnetically attached, so you can change their configuration to suit each space: child's mobile or kitchen illumination, study, hallway or living room. The indirect halogen light casts a soft glow – positioning the powder coated steel discs on the steel bar of the gnomon affects the play of light and shadow as they orbit and eclipse. Light is, after all, a form of clock.

PLANET WALL LAMP

Design by METTE SCHELDE

METTE SCHELDE plays with the interactions between space and object. Since founding her studio in 2012, she has created furniture and architectural projects that focus on and experiment with form, function, quality and simplicity. She received the IF Concept Design Award (’14), the Up/Coming Award (’13), the Great Idea Award (’12), the PSC Design Award (’10) and the French Muuuz Award.

COLORWAYS & MEASUREMENTS

The discs (brass for the big ones, aluminium for the small) are available in Indian Red, Green, Plum and Electric Blue.

> The discs Ø 32cm. The brass Ø 36 cm. The aluminium Ø 18 cm.
NOUVEAU PIN
This pinboard could be an organiser. School stuff in one area, work stuff in another. Appointments, ‘to do’ lists, flyers, numbers, whatever. If you need to Mondrianise your life. Or use it as a moodboard – photos, tickets, recipes, fun. The pinboards come in three different sizes and can combine to create a dynamic landscape for presentation, composition and decoration. Clean lined, multifunctional but flexible. The foam and textiles have been specially engineered to provide soundproofing, so the NOUVEAU pin softens the acoustic signature of any space it adorns. With a choice of colours and frames, you can even leave it blank. And if you’re that organised, you can come and be our accountant.

Inspired by the modern urban environment, the Copenhagen-based ‘ALL THE WAY TO PARIS’ studio has established itself at the place where art direction, graphic design and product design development align. Since 2005, Tanja Vibe and Petra Olsson Gendt have been generating fresh design and product ideas that share a clear, intelligent and uncluttered visual identity.
KEYSTONE
LOUNGE CHAIR
The KEYSSTONE holds the arch, one of the oldest and strongest and of all architectural forms. The KEYSSTONE lounge chair comprises three autonomous yet symbiotic elements: a concrete back that buttresses the spine, a gently curving, ceramic arch for your sit-bone, and the wedge-shaped rubber voussoir that supports and completes the arch.

The chair was originally a 450-kilo sculpture, exhibited at a Milanese art gallery in 2014. Thomas Ibsen from PLEASE WAIT to be SEATED approached its Dutch designers, OS & OOS, and said, “Why not get this down to 30 kilos and upholster it? Turn it into a comfortable and practical piece of furniture?” He then teamed up with the Kvadrat to use their exclusive Raf Simons design collection. The chair has since become a collectors’ item, sold to galleries and contemporary art showrooms across the globe.

A word of warning, though: it’s not just sit-bone friendly; kids love clambering all over it. So the chair gets our one-off label: PWTBSBTOYSFK (PLEASE WAIT to be SEATED But Take Off Your Shoes First, Kids).

OSCAR PEET and SOPHIE MENSEN at the Dutch design studio OS & OOS straddle the border between industrial-functional design and autonomous objects. Both 2009 graduates of the Design Academy Eindhoven, their work spans the space between concept, rationalisation and final aesthetic objective.

COLORWAYS & MEASUREMENTS

Raf Simons from Kvadrat or other textiles on request.
SPADE CHAIR
SPADE chair
We didn’t choose this just so we could say, “We dig this chair.” No more puns, promise (even though its designer’s name is Toogood). The SPADE chair harks back to the English rural tradition and an agricultural economy interleaved with everyday life. With a background in art industry, the British-born Faye Toogood rejects the sentimental view of the countryside in favour of a celebration of hard-wearing functionality. This hardy chair suggests the handle of a spade as well as the classic, three-legged milking stool. It’s a working piece. You can pile your towels on it in the bathroom, or unlace your muddy boots in the hallway. The shallow concave of the oval sit surface can be a stained Navy Blue, or left in its original, natural ash colour. An ode to the English countryside. Or perhaps an elegy?

FAYE TOOGOOD (UK) has an eye for the raw, natural and irregular. Her pieces are all handmade by small-scale, traditional artisans and her sculpted designs celebrate the past even as they partake of the contemporary and look towards the future. Her trademark, numbered ‘Assemblages’ steer away from the formulaic and clichéd, opening up a space for exploring fresh materials and processes.

**COLORWAYS & MEASUREMENTS**

**Ash wood stained Navy Blue**

**Ash wood matt lacquered**
KAN SO TRAY TABLE
KANSO is one of the seven pillars of Zen Buddhist wisdom: it views simplicity as the heart of enlightened living, and the grace and beauty that emerges when clutter fades away.

The KANSO tray table has an understated, even austere, metal frame that bears the trays, made from Fig Purple stained ash wood. Easy to fit together, it's a sturdy yet elegant expression of sculptural form and no-nonsense function. It works as a stand-alone assemblage or a practical side table, and the trays can be turned to shape the ensemble into fresh patterns. And the trays can be used on their own, to serve your friends, frame a dish or show a flower.

LAURA BILDE (DK) was awarded upcoming designer of the year at the 2016 Danish Design Award in 2016.

Uncomplicated and minimalist, the effortlessness of her finished pieces belies the work that has gone into them. Aesthetics and functionality combine in the architectural candour and simplicity of her designs.

COLORWAYS & MEASUREMENTS

Powder coated steel frame and Fig Purple trays
BLOOPER TABLE LAMP
This cheeky table lamp is just asking to be touched. We think it looks like a shepherdess or an angel. Or an oyster. A classic, simple expression. Definitely a ‘she’. As with all our designs, tactile interaction is key. The soft light from the hidden LED bulb reflects off the inside of the bowl. Just tilt her ‘face’ to turn her on or off, brighter or dim. The BLOOPER table lamp is ideal for what the Danes call “krinkelkroge”, or nooks and crannies – adaptable and easy to move around, she can provide an intimate bedside ambience, spotlight a working surface or lull a child to sleep. If you feel your life has too many corners, this lamp is the perfect antidote. The steel has been pressed and moulded using traditional techniques that complement the latest LED technology to create a classic, practical and unfussy effect.

**BLOOPER TABLE LAMP**

*Design by METTE SCHELDE*

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**COLORWAYS & MEASUREMENTS**

- Ash Grey with Ash Grey disc dimmer
- Ash Grey with Navy Blue disc dimmer
- Ash Grey with Fig purple disc dimmer
WALL BOX
Simple doesn’t have to be uniform, and regular needn’t be predictable. These box-shelves certainly come at you from an angle. Distinctive cutaways let you see and access the contents from the side, and their unusual lines mean they work great as an ensemble. Rotate one 90 degrees, and the amount of light entering the box subtly changes.

Treat your wall like a canvas by mixing and matching colours – the back plate is magnetic and easy to remove. Whether you’re going for cozy, fresh or classic, restrained or exuberant, each colour casts its own aura, depending on the light striking the different colours of the powder coated steel back plates. On their own or in combination, they’re a striking blend of the practical and aesthetic, a modular shelf system that we like to think of as ‘skæv’*.


LUDWIG STORM’s (DK) works encompass product design, graphic design and decorations. He crafts objects that actively engage with and alter the spaces they inhabit. His finished products are challenging and edgy, and you get the feeling he follows his own rules.

COLORWAYS
& MEASUREMENTS

MATERIALS
Frames made from powder-coated steel.
Mounting and magnets included.

WALL BOX COLOURS:
- Navy Blue with Navy Blue back plate
- Cedar Green with Cedar Green back plate
- Ash Grey with Ash Grey back plate

BACK PLATE COLOURS:
- Navy Blue
- Cedar Green
- Ash Grey
- Indian Red
- Fig Purple

*’skewed’
TRIPTYCH
NESTING TABLES
TRIPTYCH literally means ‘threelfold’. This table has been particularly inspired by Francis Bacon, who used the form to show a single subject in three different ways. The three components can make up a distinct unity, nested like a matryoshka doll ([a table] inside a table) inside a table). Or unfolded to reveal their interlinked parts.

When you pull the tables out, the curving, airy ‘n’ of their frames takes on a distinctive and dynamic wave-form. These lacquered, Dark Blue or Cedar Green steel frames support a trio of table tops in warm, Monaco Brown marble or Sicilian raw lava stone. Giving every surface a unique, unparalleled swirl.

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COLORWAYS & MEASUREMENTS

Brown marble table top and Cedar Green steel frame

Grey lava stone table top and Dark Blue steel frame
This is

PLEASE
WAIT
to be
SEATED

for real
"WHO AND HOW"

PWTS’s founder and creative catalyst Thomas Ibsen didn’t really graduate in much of anything. Instead, he spent a decade or so crafting images for internationally renowned design magazines like Wallpaper and Elle Décor. Years of photographing interiors has trained his eye and instinct towards those objects he just feels are ‘right’ for the firm to produce.

Not being a designer or architect can in fact help. But something has to tickle the eye – a graphic element, the lines and angles of a design, the way a piece blends or contrasts with its setting, the simplicity and functionality of an object. How it feels to touch it. When you photograph something, you place it, compose it, frame it. It’s about constraint as a spur to creativity. About opening yourself to the impact on your senses of a particular object — that intuitive grasp that can’t be reduced to words — and trusting in that initial, visceral buzz.

Once that’s in place, Peter Mahler Sørensen comes in. CEO, co-owner since 2016, his address book is like Pandora’s box. He’s the one who gets our pieces out there — to retailers, contemporary art spaces, contract projects, homes, boardrooms and foyers worldwide — and that’s down to his background, know-how and contacts. Every band needs a backroom wizard. But it’s Thomas who chose to ration the overall look of the PLEASE WAIT to be SEATED brand and design collection. Six shades make up the spine of the PWTS range. Navy Blue, Cedar Green, Fig Purple, Indian Red, Ash Grey, Turmeric. Alone, combined, clashing or collaborating, these tones make up PLEASE WAIT to be SEATED’s characteristic visual palette. Come and look. See for yourself.
PWTBS’s DESIGNS ON A DAILY BASIS

THE PWTBS SHOWROOM

THE PLEASE WAIT TO BE SEATED SHOWROOM, OVERLOOKING COPENHAGEN’S MARMORKIRKEN, IS OPEN TO THE PUBLIC DAILY.
WHAT’S THE OPPOSITE OF PARANOIA – ‘PRONOIA’?

So you can pop in and chat with anyone who happens to be passing. It might be another customer, a tourist, or the CEO. An architect here to discuss a project, or retailers come to learn about our products. Perhaps one of the designers has dropped by, and you can ask them about their latest idea.
THE SNEAKING SUSPICION THAT, BEHIND YOUR BACK, PEOPLE ARE TRYING TO HELP YOU.

The whole house is packed with up-and-coming design companies and every so often we put our heads together and organise a design event. We invite anyone we like – people we think might be interested. Our door is open to anyone.
**THE PWTBS SHOWROOM**

It’s a lively **base** and an **inspiring creative space**. We’ve got **high ceilings**, original **brickwork** and **big windows**, and the coffee we make is like an angel farting in your mouth.

**PHILOSOPHY**

PLEASE WAIT to be SEATED has been nurturing a network of designers, stylists, architects and artisans since 2014. It’s a dynamic process, looking for combinations, seeing how far you can test the limits. But that potential for synergy and synthesis? It’s what gets us up in the morning. That’s the thing with true collaboration; one minute you’re arguing, the next you’re agreeing. We respect the authentic, every step of the way. Designers who put a new gloss on the traditional, who appreciate the virtues of the handmade, who know their materials and whose work doesn’t exploit. No mass-produced fakery and no hidden costs.

Our designs don’t have an expiry date. We want to bring you ideas you can use, can live with, can live in – edgy, austere, complex, subtle, sensitive, quirky, cuddly, weird – that you might trash but you’ll never throw away.

That’s our goal – to create a brand that lasts as long as our designs. That doesn’t just adapt and evolve its designs, but passes them on to those who come after.
Art Direction & Graphic Design
Lambl Homburger

Image Direction
Lambl Homburger

Text
Scott Martingell

Photography

PAGE 8 – 55
Gerhardt Kellermann

PAGE 33
Alessandro Holberg

PAGE 60 – 65
Anders Fagerby
Thomas Born

PAGE 63
Norajie Knudt

PAGE 66
Casper Secheren

PLEASE WAIT to be SEATED A/S
Frederiksgade 1, 1st floor
1265 Copenhagen
Denmark
+45 3155 2600
www.pleasewaittobeseated.dk
sales@pleasewaittobeseated.dk