



DAVID ROWLAND - INTRODUCTION

David Rowland began his studies in 1940 under German Bauhaus teacher Moholy-Nagy, who went on to establish the Institute of Design in Chicago. After receiving a BA in physics and an MA in Industrial Design, he was hired by the man considered the first American Industrial Designer, Norman Bel Geddes.

Rowland saw chairs as architecture, art and sculpture. He delved into designing chairs which were more than merely different, but clearly better. And easy to mass produce. Something he achieved with the iconic 40/4 chair. Forty chairs could stack within only 4 feet (120 cm) of height with unprecedented density. An elegant design which belied its structural strength.

Rowland's 40/4 chair was awarded the Grand Prix at the Milan Triennale in 1964, the Best Piece of Business Furniture in 1965 by The American Institute of Designers (AID), as well as the Australian Gold Medal for Furniture in 1969. Today the 40/4 is on view in design collections and museums around the globe, revered as a modern design classic by prestigious institutions the world over.

HOWE a/s has the exclusive rights to produce and market the 40/4 in all of Europe (East and West), Russia, Africa, Australia, New Zealand and Asia (with the exception of Indonesia).