

## **Fisker-Madsen**

**-for immediate press release-**

September 23, 2015

Fisker-Madsen is premiering at the High Point Fall Furniture Market in the 220 Elm showroom building, space 326.

Henrik Fisker is an entrepreneur, creator, innovator, mentor, brand ambassador and a leading automotive designer. Best known among his creations are iconic cars such as BMW Z8, Aston Martin DB9, Aston Martin V8 Vantage, Artega GT, Fisker Karma, Mustang Rocket and the Viking motorcycle (see: [www.henrikfisker.org](http://www.henrikfisker.org)).

Ole Madsen, a early veteran of the modern upholstery from retail executive of The Design Store, Washington, D.C. to establishing their manufacturing division Upholstery Systems, Hickory, NC (modern quick ship sofas and sleepers) founded on listening to consumer tastes and needs, to Natuzzi spa, Italy, being the first to pioneer affordable priced leather upholstery through direct container importing and landed pricing in US\$ to retail furniture stores throughout North America.

Both originally from Denmark , they have partnered up to continue their passion for for modern and retro designs through their International experience for today's multi functional needs of the contemporary consumer to the new Urban market. Henrik Fisker says "Having grown up in Denmark surrounded by famous furniture designers, it is very exciting to showcase my first furniture design here in High Point in North Carolina, where we also make our furniture. We have received a tremendous interest already from our customers and are very excited to launch this new line of furniture that redefines the design in this segment of the furniture market. The furniture is a combination of Scandinavian design with American comfort. It has a certain lightness and elegance to the look, while still fulfilling the need for usability and comfort".

We feel that consumers have changing needs for smaller spaces and electronics to match their lifestyle, health, and comfort. Future designs will also incorporate the latest motion technologies and trends. Fabrics like Sumbrella (Glen Raven, NC) for their outdoor/indoor quality of clean ability and color fastness will be used, along with select top grain leathers from domestic sources throughout the collection, including preferred hides in the seating areas for the retro race car looks and comfort on some models.

Although both have worked in many different countries in the world, we believe that great furniture design and product can and should be manufactured here in the USA, and therefore in the furniture capital of High Point, North Carolina area.