



PRESS RELEASE

21 June 2004

**Proventus announces partnership with designer Tom Dixon – establishes Art & Technology, a new design and product development company**

Proventus, the Swedish-based private investment company, has announced plans to join forces with renowned British-based product and interiors designer Tom Dixon in forming Art & Technology. The new design company will build on Tom Dixon's long experience of managing creativity and the heritage of Artek, the Finnish-based design company founded by pioneering Modernist architect Alvar Aalto in 1935 and owned by Proventus.

Art & Technology will be a powerful combination, at a time when innovative product development is becoming increasingly essential to success. The company will utilise Dixon's skills and experience in design, development, manufacturing and communications. Proventus, as the majority owner of Art & Technology, will be actively involved in the development of the company.

Under Dixon's creative eye, Art & Technology will provide design and product development services to external companies, through a London-based creative design agency, as well as building on the success of the companies in the group. These include Artek, the Finnish-based furniture company wholly-owned by Proventus since 1994, and Tom Dixon, the furniture and interiors company founded by Tom Dixon and David Begg in 2001.

Speaking of the partnership, **Daniel Sachs**, CEO of Proventus said:

'We are very excited about the partnership with Tom and his colleagues. European industry is stagnating and needs major restructuring and especially innovation. In order to build profitable companies, we need to complement our financial and industrial knowledge with experience in product development, design and communication. We see this as an important investment in knowledge and an extension of the Proventus family.'

**Tom Dixon** added:

'It's an honour to be involved with Artek - it's unique position in the history of modernism gives Art & Technology a firm foundation from which to continue innovating. Proventus provide the new venture with a strategic and financial vision which is rare and refreshing in this industry'.

Art & Technology will be led by Chief Executive Officer, David Begg (Founder and previously Managing Director of Tom Dixon); Tom Dixon will be Creative Director; with Ahti Antikainen continuing his role as Managing Director of Artek.

Tom Dixon will maintain his creative relationship with London-based retailer Habitat.

**For further information please contact:**

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**PROVENTUS**



## **Notes to editors:**

### **Proventus**

Founded in 1980, Proventus is a private investment company based in Sweden with equity in excess of 300 million euro and a successful track record in transforming ailing companies including the restructuring of Kosta Boda, the formation of the Gota bank group and the turn around of the Aritmos group including Tretorn and Puma. Proventus' involvement in contemporary culture includes founding Magasin 3, Stockholm's Konsthall, and the Judiska Teatern. [www.proventus.se](http://www.proventus.se)

### **Tom Dixon**

Tom Dixon is one of the UK's best known and respected product and interior designers. He has worked with a large number of international design companies, including Cappellini (the iconic S chair) and Moroso; exhibited throughout the world with the British Council; and designed world-class exhibitions including shows for Paul Smith, the Barbican and the Design Museum. His work is exhibited in permanent collections throughout the world including: Victoria and Albert Museum, Musee des Arts Decoratifs, Palais du Louvre, Paris; Centre Pompidou, Paris; Vitra Chair Museum, Basel; Museum of Modern Art and Brooklyn Museum, New York; Museum of Modern Art, Tokyo. He was appointed Head of Design UK at Habitat in 1997 and became Creative Director in 2001.

### **Tom Dixon (the Company)**

Tom Dixon and David Begg founded the furniture and interiors brand Tom Dixon in 2001. Since its inception it has produced a large range of innovative contemporary furniture, lighting and home wares. The company also undertakes interiors projects, recent examples include Inn The Park, a restaurant in St James' Park, central London. David Begg, co-founder and Managing Director was previously Senior Manager with Bain & Company, the international strategy consulting firm.

[www.tomdixon.net](http://www.tomdixon.net)

### **Artek**

Artek was founded in 1935 by four young Finns led by the visionary modern architect Alvar Aalto. Alvar Aalto began designing furnishings as a natural and important extension of his architectural thinking. His first modern furniture was created in 1931-32 for the tuberculosis sanatorium in Paimio, which proved to be his international breakthrough. Artek was set up in 1935 to market Aalto's furniture, lamps and textiles, particularly to international markets where Artek focused its operations from the initial stages. The company was originally owned by the four founding shareholders Alvar and Aino Aalto, Maire Gullichsen and Nils -Gustav Hahl. Since 1994, when Proventus completed a restructuring of the then ailing company, Artek has been fully owned by Proventus. [www.artek.fi](http://www.artek.fi)

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