

## **VERTICAL RHYTHM, FLOATING GESTURES, CAPTURED LIGHT**

Viktor Erlandsson Studio and StudioPersia present Sway Objects – a design collaboration crafted by Holmquistsign. Rooted in the stillness of a forest tarn, the first collection interprets botanical structures through strict silhouettes and industrial precision. It moves between the natural and the constructed, the reflective and the restrained.

Sway Objects is the result of an ongoing dialogue between Viktor Erlandsson and Christian Persia – two designers with shared roots in architecture, material sensibility, and a fascination for strong, expressive form. With a mutual interest in the tension between precision and softness, their collaboration explores objects that assert themselves quietly – sculptural, functional, and grounded in intent.

The new series introduces three related typologies – Straw, Drift, and Brim – united in expression, but each defined by its own spatial logic and expressive role.

Straw reaches upward in slender lines, delicate yet poised. Drift offers a quiet place for rest – grounded, gently unbalanced, and made for solitary rituals. Brim, low and open, defines a surface not by its volume but by the stillness it holds.

Together, they form a composition of vertical rhythm, floating gestures and captured light – a quiet choreography of form and atmosphere.



## **MOVEMENT, BALANCE AND LIGHT ARE CENTRAL THEMES – NOT AS DECORATION, BUT AS PRESENCE.**

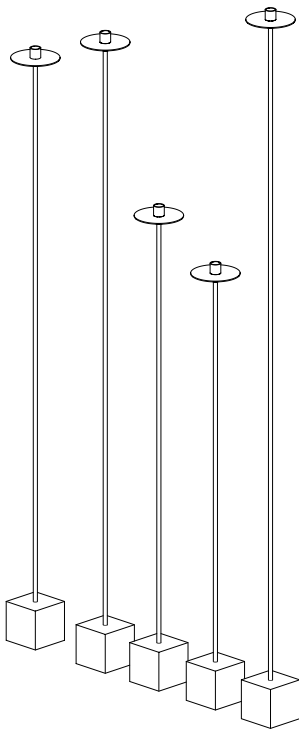
The collection is the first release from the collaboration between Viktor Erlandsson Studio and StudioPersia. Crafted on demand by Holmquistsign, the objects will be available through selected partners and directly from Sway Objects.

For press inquiries or further information, please visit:

**SWAY-OBJECTS.COM**



## PRODUCTS

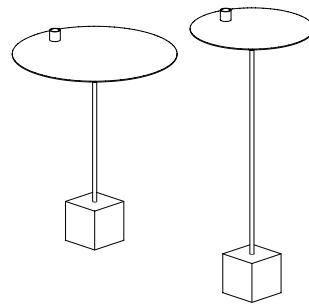


### STRAW

Straw rises in five different heights, each one a slender line between structure and sway.

There's a sense that they might move if you do – delicate in posture, yet grounded in precision. Standing alone or in softly shifting groups, they bring both rhythm and restraint to a space – a vertical field, silent but alert.

A mirrored surface hovers at its peak, centering the flame like a still point above motion.



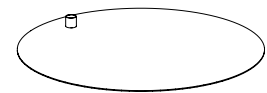
### DRIFT

Drift offers a place to rest a glass, a book, a thought.

It stands close, within reach, never asking for attention but always present. A surface for solitude or soft rituals, where something small becomes significant.

By day, it reflects the room; by night, it catches the glow of a single flame. It is not grand, but it glimmers. Not loud, but undeniably there.

It is a table made for moments, where use and stillness meet.



### BRIM

Brim is a grounded surface for defining space.

A floating platform that hovers just above the surface it stands on – quiet, reflective, precise. It quiets its surroundings, holding light the way water holds sky.

Neither tray nor table, it offers a moment of separation: a soft outline within a room, a surface to hold or to simply reflect.

Still, solitary, and open to light – Brim reflects without insisting.