

MORTEN GEORGEN

NO NONSENSE DESIGN

Morten Georgsen and Studio CV

Morten Georgsen was born in Denmark. Trained in design and product management at Bang & Olufsen for 9 years. University degree in marketing from Aarhus University.

In 1992 he established his own studio, Futhark Design, in Denmark. In 2002 he moved to Valencia, where the studio is located. In 2014 the name of the company was changed to MortenGeorgsen studio.

The philosophy of the studio is a No-Nonsense Approach. Morten's eye for design and the ability to achieve well-proportioned aesthetics and functions in the simplest way characterize the work of the studio. All designs leaving the studio have the final "stamp" from Morten and Silvia Ferriz Bosque – Design Director.

Morten Georgsen's first international success was "Color 4 Kids", a children's furniture line created for "Club 8" (the company that later would become BoConcept). Since that first collaboration, Morten Georgsen has become one of BoConcept's main designers and he has created several icons and best sellers for the company.

Morten Georgsen created the first marble extendable table in the world. He incorporated this system on the designs for Ronald Schmitt, Maurice Villency (Roche Bobois) and many more clients around the globe.

The portfolio of MortenGeorgsen studio is very extensive – the designs are found in stores and websites around the world: Crate & Barrel, West Elm, Article, Otto, KARE, Made.com, Corte Ingles, EQ3 – to mention a few.

The studio's philosophy is clearly working, and it is probably one of the most successful design companies in the field. Although it prioritizes people's opinion over fame, it has been rewarded with several design distinctions, like the Pinnacle, Haimsohn, German Design Award and the designs are constantly featured in international publications.

Morten Georgsen is also a key speaker in a multitude of conferences, and judge at prestigious design competitions such as the IF product design awards. Although he has mainly worked in the furniture industry, Morten has also designed electronics, lamps, logos, and brand concepts.

In 2021 Silvia Ferriz was announced Design Director of the studio. Since she joined the firm in 2016, Silvia has shown incredible talent for design, materials, and compositions.

While Silvia oversees the design branch of the studio, Morten focuses on developing design ideas, concepts, and curating customer relations.