

Stories by the fire



 ELDVARM

VÄLKOMMEN TO MY ELDVARM WORLD

I am writing this, on the last day of July 2019, sat in my beloved summer house in Torekov in south-west Sweden where I have spent every summer since I was born. In September; it will be four years since I launched Eldvarm and what an amazing journey it has been. We work with some of the most beautiful retailers around the world, and have formed many great friendships along the way. Our team is growing and I am very excited about the future of Eldvarm.

In this new catalogue format, I decided to remove most of the “corporate” copy. Instead I want to tell you more about our products and journey in my own words.

I hope you enjoy reading this. If you have any questions or comments, please do not hesitate to contact me at louise@eldvarm.com.

Much love and many happy moments by the fire,

Louise Varre



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Please note that the materials shown here may vary slightly in appearance to the ones delivered, as they are natural products.

Eldvarm continuously improves its products and reserves the right to change, without notice, the products and their features at any time.

Eldvarm assumes no responsibility for any printed errors.

WE LOVE NATURE

Scandinavia is home to a small population living on a huge land mass, surrounded by so much pristine untouched nature. We have the freedom to walk anywhere in nature, even if it is privately owned and we can even camp for a night or two. But with this right, called “allmansrätten” in Swedish, comes responsibilities. We have an obligation to leave the environment as we found it, to not litter, to not damage wildlife or crops. Children in Scandinavia are taught from a very young age about this responsibility to nature, to leave it undisturbed, to keep it clean and beautiful.

These Scandinavian values of honouring and respecting nature run through our design and company. We find inspiration in nature and its beauty, and we respect nature throughout our production process. We use materials that will last over time, ones that withstand wear and tear because we believe that sustainability is also about durability.

We love nature at Eldvarm.

My love for nature is very strong and we find a lot of inspiration in its beauty.



MY LOVE FOR THE FIRE

Growing up in Scandinavia, fire was always important to me. My childhood home was heated through the winter with several interior fireplaces and in summer, family and friends gathered by the outdoor fireplace in my beloved grandparents' summer home in seaside Torekov.

My grandmother, Ninne, taught me about the deeper, timeless quality of beauty. She educated me in the art of creating an inviting home. The fireplace was often the centrepiece because it was where the family connected. To me, our outdoor fireplace in Torekov represents all of these positive values as well as many of the most meaningful times in my life. I carry on the tradition of gathering around the fireplace with my children, who love it just as much.

We Scandinavians have a unique relationship with light and fire, due to the dramatic contrast between our long, cold, dark winters and short summers of endless light. In ancient times, people worked outdoors all summer while the winters were spent together in front of the fire, telling stories while crafting, polishing and perfecting objects. I believe there is a strong connection between fire and the heritage of Nordic craft and design.

It is said that in ancient nomadic times, it was the woman's responsibility to carry and preserve the fire when the families moved to a new area. I love the romantic allure in this story — the caring, motherly affections so intimately linked with the fire and the fireplace.

OUR DESIGN

The fundamental design ethos of Eldvarm was created and developed in close collaboration between my very good friend, and celebrated Swedish designer, Emma Olbers and myself.

It's a vision built on the Scandinavian values of elegance and simplicity, combined with a sophisticated and modern international touch.

Eldvarm's mission is to make products that hold their own (we believe an empty wood basket should be as beautiful to look at as a filled one), that are highly functional (we are convinced we have the "nerdiest" fire tool set on the market) and that are long lasting.



ABOUT EMMA OLBERS

Emma Olbers prides herself on being “a furniture designer with an eco heart”, making her a natural fit for Eldvarm. Her goal, since she began designing some 20 years ago, has always been to design quality products that are sustainable. For Olbers, products should be made from natural materials, be carefully produced and last for a long time.

Born on a farm on the west coast of Sweden in 1972, Olbers is a graduate of Beckmans College of Design in Stockholm, as well as the Sustainable Fashion Academy. She opened her own studio in 1999, and over the years she has collaborated with a number of different furniture producers, everything from huge brands including Ikea to small start-ups. Olbers has won many awards for her designs, including Designer of the Year - RUM Design 2018 and Sustainability Designer of the Year - Residence Magazine 2018, Sweden.



*We share a love for beautifully
designed products that are functional
and respect nature.*

THE BENCH NINNE

Our first piece of furniture, this bench is named after my grandmother Ninne who was a huge inspiration to me. The bench was conceived for wood, as an alternative to vertical wood storage. Like many of our other products, we wanted to design a product that looks beautiful on its own, regardless of whether it's completely empty or filled with wood. We ended up with an incredibly versatile product that can store anything you like, not just logs, and it can also be used as a bench by up to two people (depending on how close you like to sit).



ABOVE: Bench Ninne - Classique BELOW LEFT: Bench Ninne - Classique & Lantern Emma - Blanc BELOW RIGHT: Bench Ninne - Blanc





THIS PAGE: Bench Ninne - Blanc RIGHT PAGE: Bench Ninne - Lichen





All things Noir





Forêt



Havane



Naturel

THE COMPANION SET EMMA

I launched Eldvarm in 2015 because I was unable to find the perfect tools for my fireplace. Considering its very central location in most homes, I wanted the set to be beautiful, one that I would not want to hide away when not in use. Having worked for many years in the fireplace industry, I also wanted a set that actually worked, with tools that did what they were supposed to do. Normally you have four equally long tools, where the poker is the perfect length, but the shovel is impossible to use as the handle is too long, the blade too small, and you end up with ashes everywhere. We took each tool, considered the job it had to do, and designed it accordingly. Each tool has its own dimensions, but Emma Olbers managed to design one beautiful and coherent set that pleases the eye, is a pleasure to use, and will last for a long time.

Brush

Our special blend for the brush contains horse hair and tampico (the root of the agave cactus) – a perfect blend to clean your fireplace.

Shovel

A shovel that is deep enough to really empty the ashes without it all falling out on the floor.

Blowpoker

The blowpoker can be used not only to poke and manage the fire, but also as a bellows. Simply blow into the brass mouthpiece at the end to get the fire going.

Tongs

The tongs can easily be used with only one hand so that you can hold the screen with the other. This is available with or without leather handles.



Companion Set Emma - Classique Walnut



All things *Blanc*



THE BASKET EMMA


My wood basket is most often empty. I fill it with wood, use these logs, and then I don't refill it until the next time I want to use the fireplace. I thought I was unique in this, but have realised that in reality most wood baskets are, more often than not, standing empty in people's homes. It became imperative for me to create a basket that also looked beautiful when it wasn't filled. The straight side lines allow you to fill the basket with more wood than you might imagine, and as it is solid in design, all of the small bits of bark remain inside the basket. It is quite heavy and isn't designed to be used for collecting or carrying wood. But we think it is too beautiful and elegant for that purpose anyway. The handle is for moving the basket around the fireplace. The weight is due to its very good quality steel body, ensuring its shape lasts over time.

Although the basket was conceived for wood, it can be used to store anything... toys, towels, magazines and even flower pots. Let your imagination go wild.

ABOVE LEFT: Lichen ABOVE RIGHT: Naturel RIGHT PAGE: Hanave



Brass details



In Swedish, the literal translation of Eldvarm is fire-warm. We chose this name not only because of the warmth that a fire creates, but also for the warmth of the connections that take place between people as they sit together and share stories.

THE LANTERN EMMA

The idea behind the lantern was born one summer's evening, by the outdoor fireplace in our summerhouse in Sweden. My good friend Corinne, who loved our basket Emma, was convinced that this beautiful shape that Emma Olbers had created for the basket could also be utilised for a lantern. The next day I asked our talented designer Emma to make some sketches and a few months later it was on the shelf.

Although it was first conceived as a lantern for candles, our customers have found many uses for it, including as a plant pot* or simply as a small bowl once you remove the glass. Myself, I like to mix and match all the colours throughout my home. The lantern is not an outdoor product, but do bring out in the evening as long as you take it in overnight.



TOP IMAGE: Basket Emma Noir, Lantern Emma Naturel ABOVE: Lantern Emma Havane and Naturel LEFT PAGE: Lantern Emma Blanc

**If using the lantern as a plant pot, keep the outer pot and do not fill with water above the lower edge of the leather.*



All things Forêt





Basket Emma Havane & Firescreen Emma Classique 95

THE FIRESCREEN EMMA

The fire screen was perhaps the hardest design of them all. I absolutely love watching the dancing flames in a fireplace, and so did not want to create a screen that would obstruct this view. I was also mindful that the fireplace in most homes (including mine) is not always lit, especially during the warmer months. For that reason, we also wanted a screen that was a beautiful addition to a room, but without demanding attention. Emma Olbers has managed just that, designing a screen that is non-obtrusive when the fire is lit and keeps all the dangerous sparks behind the grid. When the fireplace is empty, it adds charm to a room with its elegant curves and very Scandinavian design expression.



OUR PRODUCTION & MATERIALS

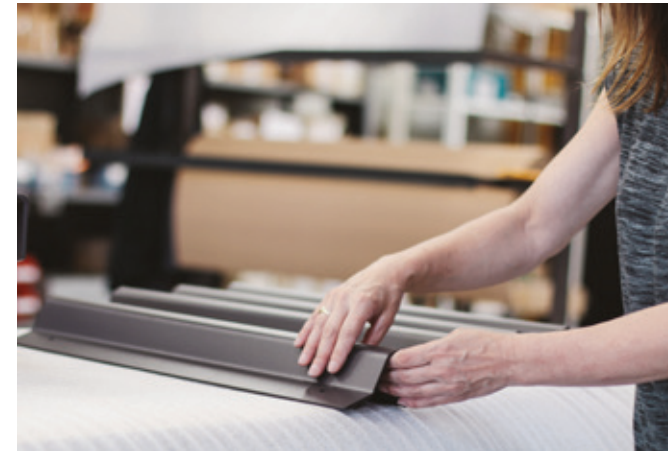
We strive to create beautiful products that respect nature throughout the production process. Our products are crafted by highly skilled professionals in a number of carefully selected production facilities in Europe that share our values of honesty, sustainability and supreme craftsmanship. We use ethically sourced, natural materials of the highest quality.

One of our efforts is to produce as little waste as possible. Leather is normally a product where there is a lot of waste, due to its irregular shape as well as damages. We use a computer programme that calculates the best way to cut the leather so that there is as little waste as possible. Both leather and wood, being natural materials, have so-called “defects”. At Eldvarm, we think that these imperfections tell a story and give interesting details to the product.

We have also taken into consideration the impact that the environment has on our products and we pride ourselves on creating durable products. We encourage our customers to embrace the change as the tools show signs of usage, as the products take on a natural sheen, as they begin to mold into the hands that hold them, as they begin to show their stories by the fire.

BRUSH

Our brushes are produced on traditional machines at a third-generation family business that has been making brushes in Nantes, France, since 1947. Most brushes for fireplaces use synthetic fibre, while ours are 100% natural. The bristles are a unique blend of horse hair, the traditional material for fireplace accessories, and tampico from the agave cactus. Together they ensure that the brush not only looks good, but will last over time.



METAL

When tending a fire you really only have the option of working with metal. We use steel as it is a great material in terms of durability, and also one that can be recycled very well. Our metal is powdercoated, and the coating we use is free of any toxins or harmful substances for minimum environmental impact.



DETAILS

All metal screws and small details are custom-made, in either solid brass or black anodised aluminium.



WOOD

We source our wood from certified sustainably managed forests in France (beech) or North America (walnut). We love the natural beauty of wood and have therefore left some surfaces untreated. These will age naturally with use, producing a beautiful patina over time.



LEATHER

We use vegetable-tanned leather, produced by the Swedish tannery Tätnsjö which is certified organic and free from chrome or other harmful chemicals. This ancient technique produces a leather that has natural variations in colour. The leather, especially lighter tones, will darken over time and obtain that much wanted patina of used leather.



Companion Set Emma



Dark warm grey
"Classique"

Black
"Noir"

DIMENSIONS

Width: 23 cm
Depth: 18 cm
Height: 74 cm

MATERIAL

Main body: Powder coated steel
Brush: Horse hair & tampico
For more details please
see underneath each model



CLASSIQUE WALNUT

Metal structure: dark warm grey
Wood: walnut
Leather: no
Details: brass



NOIRETTE

Metal structure: black
Wood: black stained beech
Leather: no
Details: black anodised aluminium



FORÊT

Metal structure: British racing green
Wood: walnut
Leather on handle and tongs: Forêt, British racing green
Details: brass



LICHEN

Metal structure: light green grey
Wood: beech
Leather on handle and tongs: Naturel
Details: brass



HAVANE

Metal structure: dark warm grey
Wood: walnut
Leather on handle and tongs: Havane, brown red
Details: brass



NOIR

Metal structure: black
Wood: black stained beech
Leather on handle and tongs: Noir, black
Details: black anodised aluminium



NATUREL

Metal structure: dark warm grey
Wood: beech
Leather on handle and tongs: Naturel
Details: brass



BLANC

Metal structure: cream white
Wood: beech
Leather on handle and tongs: Naturel
Details: brass

Basket Emma

DIMENSIONS
Diameter: 42 cm
Height: 47 cm

MATERIAL
Main body: Powder coated steel
Leather: Vegetable tanned
Details: Solid brass
or anodised aluminium



HAVANE
Metal structure: dark warm grey
Leather: Havane, brown red
Details: brass



NATUREL
Metal structure: dark warm grey
Leather: Naturel
Details: brass



NOIR
Metal structure: black
Leather: Noir, black
Details: black anodised aluminium



BLANC
Metal structure: cream white
Leather: Naturel
Details: brass



FORÊT
Metal structure: British racing green
Leather: Forêt, British racing green
Details: brass



LICHEN
Metal structure: light green grey
Leather: Naturel
Details: brass

Lantern Emma

DIMENSIONS
Diameter: 15,5 cm
Height: 22 cm

MATERIALS
Base: Powder coated steel
Leather: Vegetable tanned
Glass: Hand blown glass
Details: Solid brass
or anodised aluminium



HAVANE
Metal structure: dark warm grey
Leather: Havane, brown red
Details: brass



NOIR
Metal structure: black
Leather: Noir, black
Details: black anodised aluminium



FORÊT
Metal structure: British racing green
Leather: Forêt, British racing green
Details: brass



NATUREL
Metal structure: dark warm grey
Leather: Naturel
Details: brass



BLANC
Metal structure: cream white
Leather: Naturel
Details: brass



LICHEN
Metal structure: light green grey
Leather: Naturel
Details: brass

Bench Ninne



Dark warm grey
"Classique"

Black
"Noir"

DIMENSIONS

Width: 94 cm
Depth: 39 cm
Height: 49 cm

MATERIALS

Body: Powder coated steel
Details: Solid brass



CLASSIQUE

Metal structure: dark warm grey



BLANC

Metal structure: cream white



NOIR

Metal structure: black



LICHEN

Metal structure: light green grey

Firescreen Emma

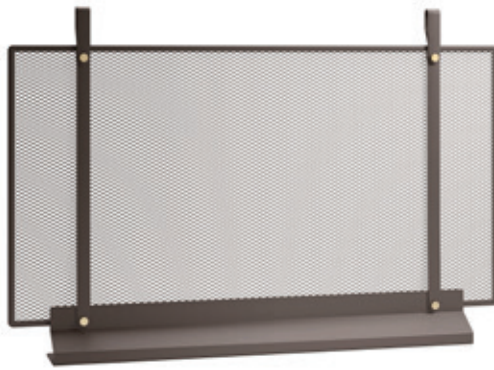
DIMENSIONS 70
Width: 70 cm
Height: 50 cm
Depth: 7 cm

DIMENSIONS 95
Width: 95 cm
Height: 65 cm
Depth: 10,5 cm

MATERIAL
Main body: Powder coated steel



CLASSIQUE 70



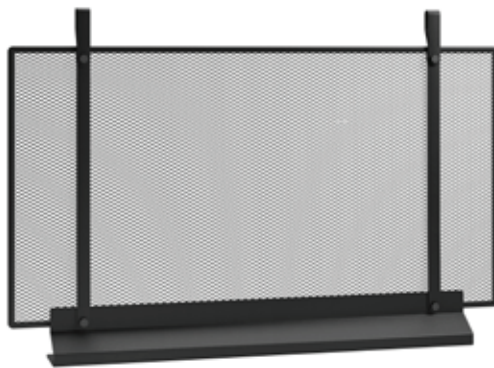
CLASSIQUE 95



Metal structure: dark warm grey
Details: brass



NOIR 70



NOIR 95



Metal structure: black
Black screws - anodised aluminium

Wall Hook Shovel & Brush Blowpoker

WALL HOOK EMMA



CLASSIQUE



LICHEN

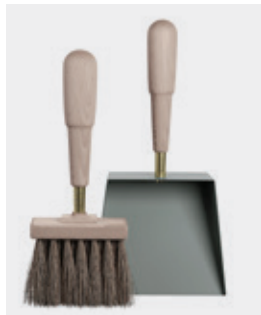
SHOVEL & BRUSH EMMA



CLASSIQUE
BEECH



CLASSIQUE
WALNUT



LICHEN
BEECH

BLOWPOKER EMMA



CLASSIQUE
BEECH



CLASSIQUE
WALNUT



LICHEN
BEECH



THIS IS ELDVARM

Eldvarm is an interior design company centred around the fireplace, firmly rooted in Scandinavian tradition and culture.

We love fire — and all the warm, inspiring feelings associated with relaxing and socialising by a fireplace. Humans have gathered and told stories around fires since the beginning of our time. In the ever increasing pace of modern life, our need for moments of tranquility and togetherness is greater than ever.

Our mission at Eldvarm is to further enhance those precious pauses in everyday life through our collection of fireplace accessories, furniture and decorative objects.



Keep the sparks flying
Keep the conversation flowing
Keep the ideas growing
Keep the fire going