

## **THE ICE CREAM COLLECTION**

A MOUTH-WATERING DANISH DESIGN EXPERIENCE



### **A Seat in Siena x Sarah Gottlieb**

With "The Ice Cream Collection" for A Seat in Siena, color expert and designer Sarah Gottlieb has created a unique series of colours for A Seat in Siena's classic stool. The colours in the collection have been carefully selected based on the principle that they should look mouth-watering, edible and, last but not least, summery and modern.

***“When creating the colour palette for “The Ice Cream Collection” my desire was to create a combination of colours that would speak to the sense of taste. There had to be something sweet, something sour, something a little bitter and something salty - together the five colours create the sensation of umami.” —Sarah Gottlieb***

## The Sound of Colours Podcast

In connection with the launch, Sarah has invited founder of A Seat in Siena, Iben Joo Frederiksen in the studio to a talk about what the collection's colours actually taste like and how Iben went from a job in industrial paint to starting her own business designing beautiful stools.

Hear the full story on June 9 here [www.sarahgottlieb.dk/podcast](http://www.sarahgottlieb.dk/podcast)

The collaboration and “The Ice Cream Collection” will be **officially announced during 3 Days of Design at Søpavillonen on Wednesday, June 15th 2022**. Join us between 3-8pm at our Pop Up Ice Cream Bar on the Pontoon.

The collection can be purchased at [www.aseatinsiena.com](http://www.aseatinsiena.com)



## A Seat in Siena - The Sustainable Choice

A seat in Siena demonstrates how the desire for a more sustainable and responsible production can go hand in hand with aesthetic and multifunctional design. All stools are made from residual wood left over from larger productions; quality wood that would otherwise be waste. To preserve and support Danish craftsmanship, the stools are produced locally during downtime at the carpentry workshops.

The stool can be used as a coffee table, bedside table, extra space around the dining table or just as a stool.

