



DNA OPENS NEW SHOWROOM

DNA, modern European retail and design studio, opened a new 4,000-square-foot showroom to showcase its classic, contemporary furniture designs. According to DNA's co-owners Jesper and Cathi Pedersen, the showroom, located at 1990 Columbia Street in Little Italy, provides a more accessible venue in South County.

DNA represents furnishings from some of the top manufacturers in Scandinavia and Italy including Fritz Hansen, Moroso, Bonaldo, Jesse and Carl Hansen and Son, and kitchen and bath design by HTH, Denmark. The new downtown location features many classic mid-century pieces, such as the *Egg and the Swan* by Arne Jacobsen and the *PK22* by Poul Kjaerholm. In addition, DNA will showcase the latest in contemporary furniture, lighting, rugs, accessories and artwork by up-and-coming designers and artists.

"We are excited to bring DNA to downtown San Diego as European furnishings and cabinetry are the perfect solution for loft living. They are beautiful and functional, often designed with small spaces in mind," said architect, Jesper Pedersen, co-owner of DNA. The new DNA will also offer full design services and has been created for both the trade and the consumer. It will also have a new contracts department.

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