

# THE COLLECTION

(2015)

BY **&TRADITION**



THE COLLECTION  
BACK TO THE FUTURE  
LEX POTT  
LUCA NICHETTO  
ONTWERPDUO  
HOW WE PRODUCE  
MANIFEST  
THE DESIGNERS  
PRODUCT OVERVIEW

**&tradition<sup>®</sup>**











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&TRADITION

# BACK TO THE FUTURE

WHEN THE INTERIOR INSTALLATION VISIONA OPENED TO THE PUBLIC  
ON A RIVERBOAT ON THE RHINE DURING THE COLOGNE  
FURNITURE FAIR IN 1968, VISITORS WERE OVERWHELMED BY THE  
VISCERAL SPECTACLE PRESENTED TO THEM.

Designed by Danish artist and architect Verner Panton for chemical corporation Bayer it wasn't just a visual experience, but it also played with scents and sounds to full psychedelic effect. Each room on the boat was colour co-ordinated and the sensual shapes and plush textures clearly broke with the Danish tradition of blonde wood and natural materials that Panton was trained in.

This ground-breaking treatment of the interior as an art form lives on through photographs in the annals of design history, there was even an exhibition dedicated to it at the Vitra Design Museum in 2014, but certain elements have been lifted from this historical context and have had a life of their own. The Flower Pot lamp is such a design. Created through the interplay of two half spheres in spun metal and powder-coated in bright colours, it was an ultimate icon of 1960s pop culture. But the light has proved to have longevity/impact beyond its origins and today it's one of &tradition's flagship products.

For a young company, founded in 2010, &tradition has a significant roster of influential Danish 20th century designers. Beside Panton, we count Danish modernists Arne Jacobsen and Flemming Lassen and Sydney opera house architect Jörn Utzon to our stable. They are designers that helped shape 20th century design culture and their legacy now live on through the incredibly avant garde products they created. Some of them are part of the &tradition catalogue,

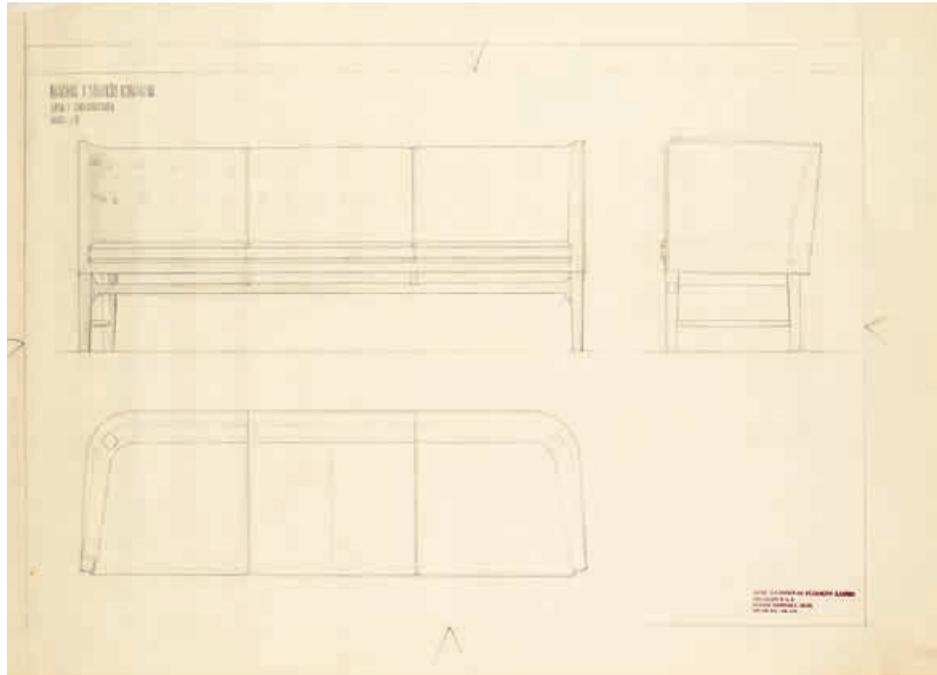
such as the JU1 pendant by Utzon and the Mayor sofa by Lassen and Jacobsen and the Bellevue lamps by Jacobsen.

While these designers have an undisputed reputation as Danish design history's heavy-weights the creative tension inherent to &tradition's practice lies in the fact that we also give space to contemporary designers that help define future classics. For this we look beyond the Scandinavian design tradition and towards the practitioners that help influence the design climate of today.

Here Spanish designer Jaime Hayon and Italian Luca Nichetto, as well as Danish architecture practice Space Copenhagen can be counted among the most significant names. Just like Jacobsen, Utzon and Panton created some very important spaces, emblematic of 20th century design, so does Hayon, Nichetto and Space Copenhagen in the 21st.

The experimental restaurant Noma in Copenhagen was designed by Space Copenhagen and Hayon broke with 1990s minimalism when he presented his interiors for Bisazza for the Milan Furniture Fair in 2006.

The biggest difference for &tradition is that with these designers there is scope for dialogue and together the designers and &tradition develop the products that will be future classics such as Hayon's Catch chair or Space Copenhagen's Fly sofa and armchair. Like Nichetto says "I make things with my DNA, and with the DNA of

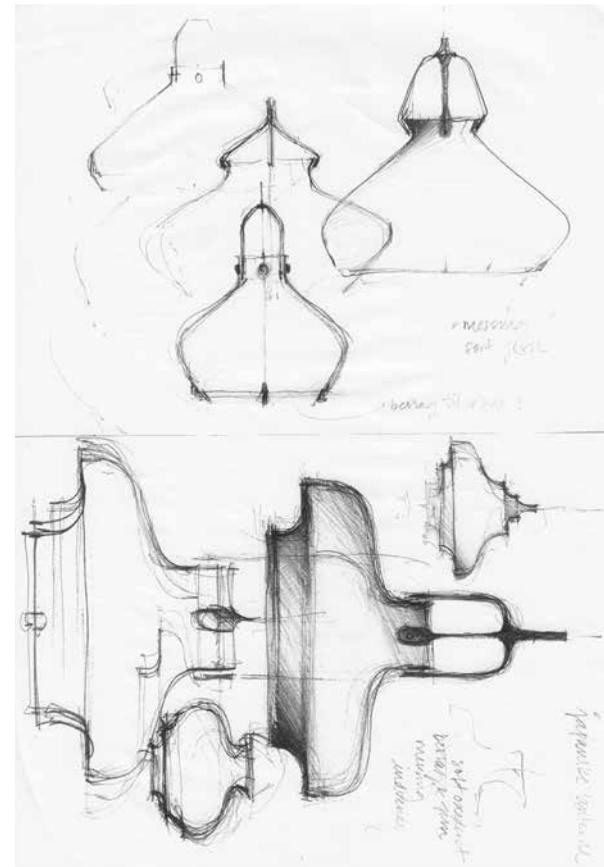


the company – and the best results come when there is 50% of each.”

While the impact of these designers can't be denied, an important factor of &tradition's success is to simultaneously serve as a platform for up-and-coming designers – to work with the not-yet world famous in order to create the future design stars of tomorrow. It's a break that is crucial for many practitioners, where getting a piece into production can help kick-start a whole career.

It is often in the meeting with these designers that innovation and experimentation is lifted to the fore. As in the case of Swedish studio vit's Marble Light – how do you make something as solid as marble and something as light as blown glass fit together in a commercially viable product? Or in the case of Lex Pott – how can you serially produce metal vases that change colour according to natural processes? As a brand we are able to experiment and develop these designs together with their inventors and like Nichetto says, reach the best results possible through a true collaboration.

What really sets &tradition apart is that there is a real kinship between the old masters who were avant-garde in their time and contemporary designers, creating the ground-breaking icons of tomorrow. At &tradition it's about the yet undefined, what's yet to come. It's about what comes before the ampersand, rather than after.





# &TRADITION

LAUNCHES

## TRUE COLOURS

BY LEX POTT  
2015

“WHAT ATTRACTS ME TO NATURAL MATERIALS IS THEIR RICH HISTORY,” SAYS DESIGNER LEX POTT. “WOOD, STONE AND METAL HAVE BEEN USED FOR CENTURIES, BUT WHILE TECHNOLOGY IS CHANGING AND CULTURE IS CHANGING, THESE MATERIALS ARE NOT.”

The Amsterdam-based designer, who graduated from Design Academy Eindhoven in 2009, takes natural materials as his starting point and turns them into contemporary products. Unlike most designers, Pott never sketches at any stage of the process. “I am really a maker,” he says. “If I have an idea I prefer to make it to figure out how I would like it to be.”

Often Pott starts on a project without knowing what the end result will be. Diptych, for example, zooms in on one particular Douglas Fir tree and explores how seasonal weather changes affect the tree’s colouring and annual rings. It resulted in a number of different objects, from a set of matches to a cabinet and a room divider, that were only discovered during the process itself. “What’s interesting about natural materials is that they aren’t on trend so they don’t run out of fashion,” he says. “They stay interesting much longer than a fashionable material.”

Some of Pott’s processes never reach a practical outcome at all. As such, Pott is part of a generation of designers who comfortably bridge the gap between designer and artist. He can find himself working for a fashion brand one day, only to develop a design object or exhibit at an art gallery the next. “The reason I became a designer is that my parents are artists, he explains.

“I decided I wanted to be in the creative industry, but to work with things that have a function. But sometimes because my process is intuitive and experimental, the result isn’t a practical object, but a decorative piece or a sculpture.”

Lately, Pott’s process-led research has led him towards the chemistry of colour. “When you look at the old roofs of churches, they become green over time as they oxidise, while steel always becomes brown. What’s interesting is that even when people see the green, they also know there is a different colour underneath. So the green says something more. It tells a story about time and its own creation too”.

Pott’s investigation into the colours that materials produce naturally as they react to their environment resulted in the True Colour vases for &tradition. “It seemed like a limited palette at first,” he says. “And I tried a lot of colours that didn’t work. But the more I got into it, the more I saw different options. For example, two colours can mix, like pigments, into others. So looking forward I’d like to find out more about how colours physically mix and how they can be deconstructed, with light for example.” And so the experimentation which is a signature of Pott’s practice continues.





# &TRADITION

LAUNCHES

## CLOUD SOFA

BY LUCA NICHETTO  
2015

WHEN SUMMING UP HIS PRACTICE LUCA NICHETTO PREFERS TO QUOTE LEGENDARY ITALIAN DESIGNER VICO MAGISTRETTI:

“THE DESIGNER IS THE FATHER OF THE PRODUCT AND THE COMPANY IS THE MOTHER.”

It's a formula that Nichetto follows closely. “I like to think that to be a designer is not to be an artist, it is about finding a balance between my vision and the vision of the brand that I am working with,” he says. “I make things with my DNA and with the DNA of the company. The best results come when there is 50 per cent of each.”

So far, this approach has served Nichetto well. Born in Venice, on Murano, he roamed the island's famous glass factories as a child and stayed on in the city to study Art and Industrial Design at the University Institute of Architecture of Venice. He opened his own design studio, Nichetto & Partners, in 2006.

Still a few years shy of 40, Nichetto is one of the most successful designers of his generation. He has studios in both Venice and Stockholm, and has collaborated with brands that span from legendary Italian manufacturers to innovative up-and-coming Scandinavian companies, &tradition amongst them.

From small tabletop pieces, furniture and textiles to large architectural spaces; from the very traditional to the contemporary; from wood, brass, eco-felt and paper to glass, concrete and silicone; the work of Nichetto brings epithets such as varied, expansive and multidisciplinary to mind.

When asked to pinpoint the highlights of his working life so far, Nichetto mentions projects such as the glass vases he was commissioned to make for a family-run business in Murano in 2000, and which gave him his first break in design; and The Tales Pavilion in Beijing from 2013, which was the first time he worked on an architectural project. Typical of a designer whose practice is defined by searching for the new and unexplored, both projects represented firsts.

Since 2011, Nichetto has divided his time between Italy and Sweden, challenging him to explore a new design culture. It is a change to which he has responded well. In a project like the Cloud sofa for &tradition, both his native and adopted design cultures can be detected, perfectly summing up Nichetto at this point in his career.

This idea of mixing and sharing is the core of Nichetto's DNA as a designer. In recent years he has collaborated more and more, embarking on projects with, for example, Japanese designer Oki Sato and Russian fashion designer Yulia Yadryshnikova. “For me, as a creative person, I think the future is in sharing,” says Nichetto. “It's in being open and listening to other people with another experience and creating a network. I believe in the network, in collaboration, I think it is much more powerful than being alone.”







# &TRADITION

LAUNCHES

## LIGHT FOREST

BY ONTWERPDUO  
2015

IN THE HANDS OF DUTCH DESIGNERS ONTWERPDUO  
THE WHIMSY OF FAIRYTALES IS COMBINED  
WITH THE FUNCTIONAL WORLD OF FURNITURE DESIGN.

The Eindhoven-based studio was set up by Tineke Beunders and Nathan Wierink in 2008 after they graduated from Design Academy Eindhoven. Since then, they have created furniture such as Marbelous, a wooden table with fully functioning kugelbahns or marble runs in place of conventional table legs; Birdcage, a dangling armchair hung from the ceiling for humans to nest in; and now Light Forest, a series of lights that crawl across walls and ceilings for &tradition.

Based in the same abandoned Philips factory as famous Dutch designer Piet Hein Eek, Ontwerpd duo follows in the footsteps of conceptual practices such as Studio Job and Kiki van Eijk, who also emerged from the city's vibrant creative scene.

It is Beunders who ignites Ontwerpd duo's projects. She has never let go of her childhood obsession with secret worlds only accessible by children, and lets this fantasy run wild in her creative process. Beunders imagines an object that could be, rather than one that already exists.

"As all children, we both lived with the idea that anything can be a toy, something to play with, and that all objects can be something else than what they look like to a grown up," explains Wierink. "That meeting between the real and the unreal is very important for us as designers."

Once a basic idea is in place, Wierink takes over the development of the product. In the Ontwerpd duo workshop – a laboratory-like environment with modular storage on wheels that allows for projects of many different scales – he experiments with Beunders's fantasy objects until they are not just feasible, but also fill a practical purpose.

This means that even a piece such as What It Is It Isn't, a mind-bending, swaying cabinet inspired by the warped visions of Alice in Wonderland, offers its owner perfectly adequate storage space. But while some of the pieces may seem whimsical, a product like Light Forest also poses a clever solution to the ever-occurring problem of electrical points not being found in convenient places. "It is poetic and functional at the same time," says Beunders, perfectly reflecting the studio's philosophy.

Despite its industrial aesthetic (the "branches" are made from extruded aluminium tubes), Light Forest was originally inspired by the peace and stillness found in the old forests of Europe. "We have cycled all over Europe, to the Sahara-like deserts of inland Spain and to the parts of the Schwarzwald that are like rain-forests," says Wierink. "If you venture off the beaten track, you can spend a lot of time without seeing other people. It gives you perspective. It is like being in a fairytale."



















## HOW WE PRODUCE



**WE CHALLENGE CONVENTION TO CREATE OBJECTS THAT RETHINK HOW WE USE MATERIALS AND MANUFACTURING TECHNIQUES.**

**WE FIND BEAUTY IN OBJECTS THAT CAN BE CREATED BY THE LATEST INDUSTRIAL PROCESSES AS WELL AS THOSE THAT MAINTAIN TECHNIQUES THAT HAVE EVOLVED OVER A LONG TIME.**

**WE PUSH MATERIALS TO THE LIMIT OF THEIR POTENTIAL AND RECONSIDER HOW THEY ARE PROCESSED TO CREATE A NEW AESTHETIC.**

**WE STRIVE FOR TIMELESS BEAUTY AND QUALITY THAT IS BORN OUT OF TRADITION AND REVOLUTION.**



CRAFT MEETS ART. FUNCTION MEETS FORM.  
MATERIAL MEETS POTENTIAL.  
THIS IS OUR NORDIC TRADITION AND HERITAGE.  
&TRADITION AIMS TO BRIDGE THESE VALUES  
TO CONTEMPORARY DESIGN, RESHAPING,  
REDEFINING AND REINVENTING MATERIALS,  
TECHNIQUES AND FORMS. WE RESPECT NATURE THAT  
PROVIDES OUR RAW MATERIALS AND  
WE BELIEVE IN DESIGN THAT IS MADE TO LAST.







Light Forest 001, p. 75



Fly Chair SC1, Fly Sofa SC2 & Fly Table SC5, p. 63-65  
Mass Light NA5, p. 85





Another Rug AP2, p. 69  
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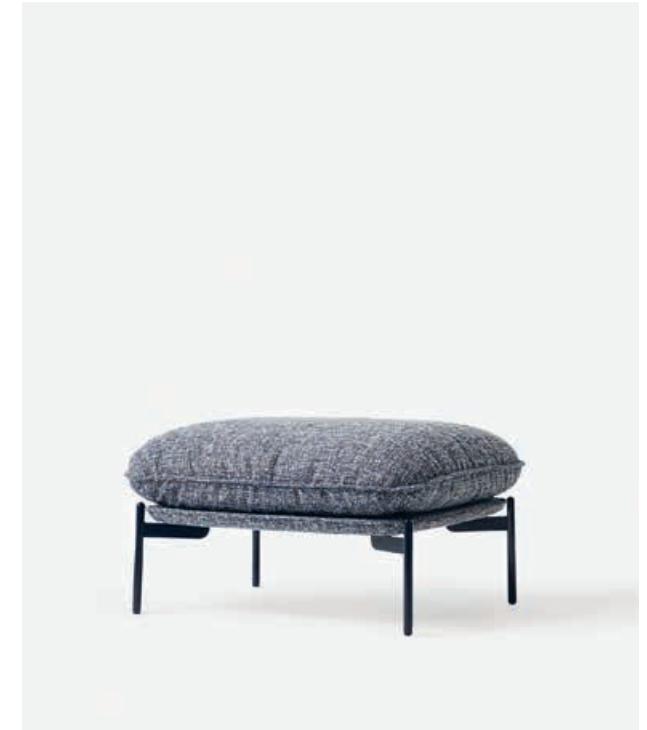
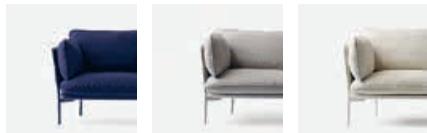
WE CONNECT WITH THE OLD MASTERS  
WHILE GIVING SPACE TO  
NEW DESIGNERS TO DEFINE FUTURE CLASSICS.  
WE SEE A KINSHIP BETWEEN  
THE OLD MASTERS WHO WERE AVANT-GARDE  
IN THEIR TIME AND DESIGNERS OF TODAY  
CREATING THE GROUND-BREAKING ICONS  
OF TOMORROW.

- ALL THE WAY TO PARIS
- ARNE JACOBSEN
- BENJAMIN HUBERT
- FLEMMING LASSEN
- JAIME HAYON
- JØRN UTZON
- LEX POTT
- LUCA NICHETTO
- MIA HAMBORG
- NORM ARCHITECTS
- ONTWERPDUO
- SAMI KALLIO
- SAMUEL WILKINSON
- SOFIE REFER
- SPACE COPENHAGEN
- STUDIO VIT
- VERNER PANTON
- VICTOR VETTERLEIN



# **PRODUCT OVERVIEW**

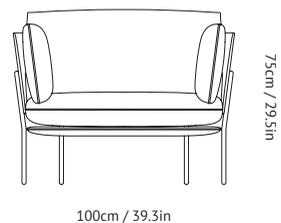
2015



## CLOUD ONE SEATER LN1

BY LUCA NICHETTO  
2015

- Product category** Lounge chair
- Materials** Plywood frame. Solid wood and steel base with no-zag springs. CMHR and feather pillows. Powder coated solid steel legs. Kvadrat by Raf Simons fabric upholstery.
- Dimensions (cm/in)** H: 75cm/29.5in, D: 84cm/33in, L: 100cm/39.3in, Seat height: 40cm/15.7in.
- Stock items** Black Blue – Sunniva 2 192 & RAL 5004. Vulcano Red – Sunniva 2 662 & RAL 3007. Desert Stone – Sunniva 2 717 & RAL 7044. Ivory White – Sunniva 2 811 & RAL 1013.



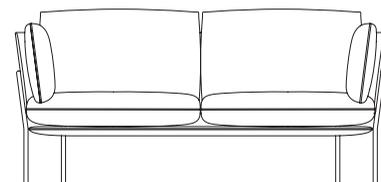
100cm / 39.3in

75cm / 29.5in

## CLOUD TWO SEATER LN2

BY LUCA NICHETTO  
2015

- Product category** Sofa
- Materials** Plywood frame. Solid wood and steel base with no-zag springs. CMHR and feather pillows. Powder coated solid steel legs. Kvadrat by Raf Simons fabric upholstery.
- Dimensions (cm/in)** H: 75cm/29.5in, D: 84cm/33in, L: 168cm/66in, Seat height: 40cm/15.7in.
- Stock items** Black Blue – Sunniva 2 192 & RAL 5004. Vulcano Red – Sunniva 2 662 & RAL 3007. Desert Stone – Sunniva 2 717 & RAL 7044. Ivory White – Sunniva 2 811 & RAL 1013.



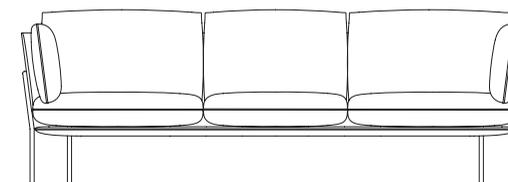
168cm / 66in

75cm / 29.5in

## CLOUD THREE SEATER LN3

BY LUCA NICHETTO  
2015

- Product category** Sofa
- Materials** Plywood frame. Solid wood and steel base with no-zag springs. CMHR and feather pillows. Powder coated solid steel legs. Kvadrat by Raf Simons fabric upholstery.
- Dimensions (cm/in)** H: 75cm/29.5in, D: 84cm/33in, L: 220cm/86.5in, Seat height: 40cm/15.7in.
- Stock items** Black Blue – Sunniva 2 192 & RAL 5004. Vulcano Red – Sunniva 2 662 & RAL 3007. Desert Stone – Sunniva 2 717 & RAL 7044. Ivory White – Sunniva 2 811 & RAL 1013.



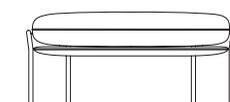
220cm / 86.5in

75cm / 29.5in

## CLOUD POUF LN4

BY LUCA NICHETTO  
2015

- Product category** Pouf
- Materials** Plywood base with CMHR and feather pillow. Powder coated solid steel legs. Kvadrat by Raf Simons fabric upholstery.
- Dimensions (cm/in)** H: 40cm/15.7in, D: 72cm/28.3in, L: 78cm/30.7in, Seat height: 40cm/15.7in.
- Stock items** Black Blue – Sunniva 2 192 & RAL 5004. Vulcano Red – Sunniva 2 662 & RAL 3007. Desert Stone – Sunniva 2 717 & RAL 7044. Ivory White – Sunniva 2 811 & RAL 1013. Blue Stardust – Pilot 792 & RAL 3007. Red Stardust – Pilot 582 & RAL 5004. Blue Tweed – Sonar 2 773 & RAL 5004.



78cm / 30.7in

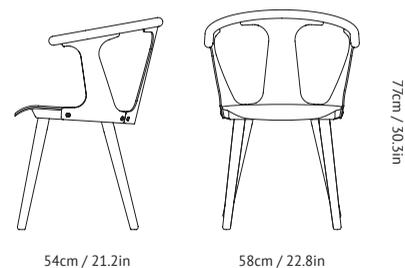
40cm / 15.7in



## IN BETWEEN SK1

BY SAMI KALLIO  
2013

**Product category** Chair with armrest  
**Materials** Solid wood and formpressed veneer.  
**Dimensions (cm/in)** H: 77cm/30.3in, W: 58cm/22.8in, D: 54cm/21.2in  
 Armrest height: 70cm/27.6in,  
 Seating height: 45cm/17.7in.  
**Colours** White oiled oak, Smoked oiled oak, Stained black ash (RAL 9005).



54cm / 21.2in

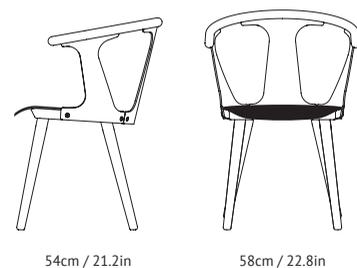
58cm / 22.8in

77cm / 30.3in

## IN BETWEEN SK2

BY SAMI KALLIO  
2013

**Product category** Chair with armrest  
**Materials** Solid wood and formpressed veneer.  
 The chair comes with a full upholstered seat.  
**Dimensions (cm/in)** H: 77cm/30.3in, W: 58cm/22.8in, D: 54cm/21.2in.  
 Armrest height: 70cm/27.6in,  
 Seating height: 45cm/17.7in.  
**Stock items** White oiled oak/Balder 3 132, Sunniva 2 422, Smoked oiled oak/Sunniva 2 242, Balder 3 692, Black stained ash/Balder 3 192, Balder 3 782  
**6-8 wks. lead-time** White oiled oak/Cognac Silk leather and Black stained ash/Black Silk aniline leather.  
 Other fabrics/leathers available upon request.



54cm / 21.2in

58cm / 22.8in

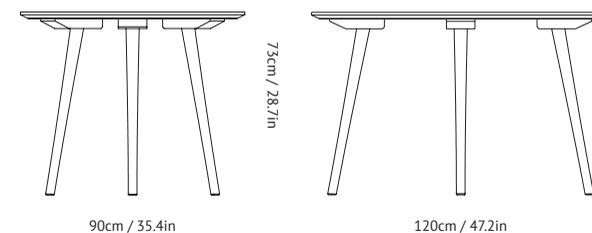
77cm / 27.6in



## IN BETWEEN SK3 & SK4

BY SAMI KALLIO  
2014

**Product category** Dining table  
**Materials** Solid oak.  
**Dimensions (cm/in)** SK3: Ø: 90cm/35.4in, H: 73cm/28.7in.  
 SK4: Ø: 120cm/47.2in, H: 73cm/28.7in.  
**Colours** White oiled oak, Smoked oiled oak, Black stained oak (RAL 9005).



90cm / 35.4in

120cm / 47.2in

73cm / 28.7in

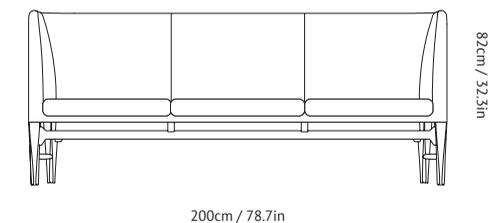
73cm / 28.7in



## MAYOR SOFA AJ5

BY ARNE JACOBSEN & FLEMMING LASSEN  
1939

**Product category** Sofa  
**Materials** Solid oak base, internal solid wood frame, CMHR foam, Kvadrat by Raf Simons fabric or CA-MO leather upholstery.  
**Dimensions (cm/in)** H: 82cm/32.3in, D: 62cm/24.4in, L: 200cm/78.7in,  
 Seating height: 44cm/17.3in.  
**Stock items** White oiled oak/Sunniva 2 422, Balder 3 132, Smoked oiled oak/Sunniva 2 242, Balder 3 692, Black lacquered oak/Balder 3 192, Balder 3 782.  
**8-10 wks. lead-time** Oiled or Black lacquered oak/Silk aniline leather.  
 Other fabrics/leathers available upon request.



200cm / 78.7in

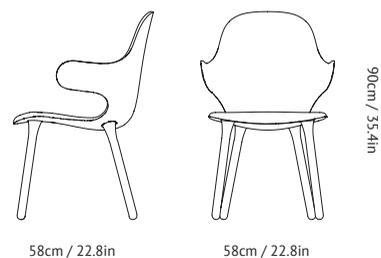
82cm / 32.3in



## CATCH CHAIR JH1

BY JAIME HAYON  
2013

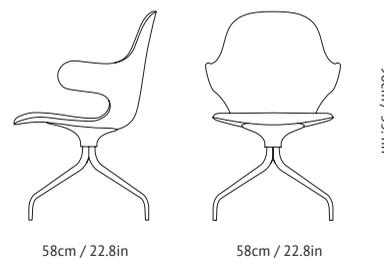
**Product category** Chair with armrest  
**Materials** Molded PU foam, CMHR foam, oak legs, Kvadrat by Raf Simons fabrics or CA-MO leather upholstery.  
**Dimensions (cm/in)** H: 90cm/35.4in, D: 58cm/22.8in, W: 58cm/22.8in, Armrest height: 68cm/26.8in, Seating height: 45cm/17.7in.  
**Stock items** White oiled oak/Sunniva 2 422, Sunniva 2 242, Black lacquered oak/Balder 3 692, Balder 3 192, Balder 3 792.  
**6-8 wks. lead-time** Oiled or Lacquered oak / Silk aniline leather. Other fabrics/leathers available upon request.



## CATCH CHAIR JH2

BY JAIME HAYON  
2014

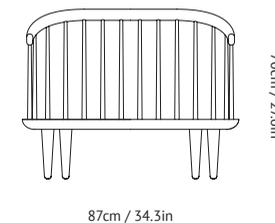
**Product category** Chair with armrest  
**Materials** Molded PU foam, CMHR foam, aluminium swivel base, Kvadrat by Raf Simons fabrics or CA-MO leather upholstery.  
**Dimensions (cm/in)** H: 90cm/35.4in, D: 58cm/22.8in, W: 58cm/22.8in, Armrest height: 68cm/26.8in, Seating height: 45cm/17.7in.  
**6-8 wks.lead-time** Polished aluminium swivel/Sunniva 2 422, Sunniva 2 242, Pilot 582, Pilot 972, Pilot 792, Silk aniline leather. Black aluminium swivel/Balder 3 692, Balder 3 192, Balder 3 792, Silk aniline leather. Other fabrics/leathers available upon request.



## FLY CHAIR SC1

BY SPACE COPENHAGEN  
2013

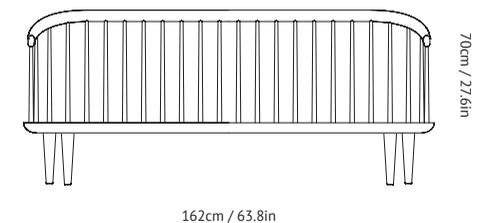
**Product category** Lounge chair  
**Materials** Oak frame and base. CMHR foam and feather pillows. Fabric upholstery.  
**Dimensions (cm/in)** H: 70cm/27.6in, D: 80cm/31.5in, L: 87cm/34.3in, Seating height: 40cm/15.7in.  
**Stock items** White oiled oak / Chivasso Hot Madison (CH1249/094), Smoked oiled oak / Chivasso Hot Madison (CH1249/093).  
**8-10 wks. lead-time** Smoked oiled oak / Harald 2 182. Other fabrics available upon request.



## FLY SOFA SC2

BY SPACE COPENHAGEN  
2013

**Product category** Sofa  
**Materials** Oak frame and base. CMHR foam and feather pillows. Fabric upholstery.  
**Dimensions (cm/in)** H: 70cm/27.6in x D: 80cm/31.5in, L: 162cm/63.8in. Seating height: 40cm/15.7in.  
**Stock items** White oiled oak / Chivasso Hot Madison (CH1249/094), Smoked oiled oak / Chivasso Hot Madison (CH1249/093).  
**8-10 wks. lead-time** Smoked oiled oak / Harald 2 182. Other fabrics available upon request.

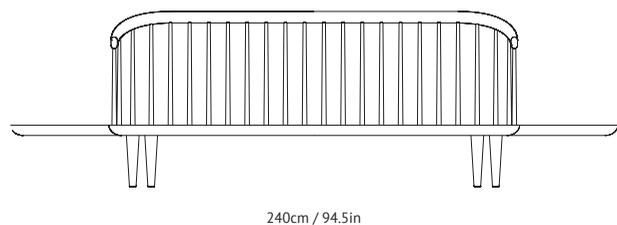




## FLY SOFA SC3

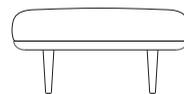
BY SPACE COPENHAGEN  
2013

**Product category** Sofa with side tables  
**Materials** Oak frame and base. CMHR foam and feather pillows. Fabric upholstery.  
**Dimensions (cm/in)** H: 70cm/27.6in x D: 80cm/31.5in, L: 240cm/94.5in. Seating height: 40cm/15.7in.  
**Stock items** White oiled oak / Chivasso Hot Madison (CH1249/094).  
 Smoked oiled oak / Chivasso Hot Madison (CH1249/093).  
**8-10 wks. lead-time** Smoked oiled oak / Harald 2 182.  
 Other fabrics available upon request.

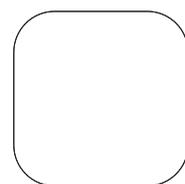


240cm / 94.5in

70cm / 27.6in



40cm / 15.7in



80cm / 31.5in

80cm / 31.5in

## FLY POUF SC9

BY SPACE COPENHAGEN  
2014

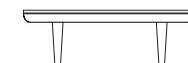
**Product category** Pouf  
**Materials** Oak base. CMHR foam and feather pillows. Fabric upholstery.  
**Dimensions (cm/in)** H: 40cm/15.7in x D: 80cm/31.5in, L: 80cm/31.5in. Seating height: 40cm/15.7in.  
**Stock items** White oiled oak / Chivasso Hot Madison (CH1249/094).  
 Smoked oiled oak / Chivasso Hot Madison (CH1249/093).  
**8-10 wks. lead-time** Smoked oiled oak / Harald 2 182.  
 Other fabrics available upon request.



## FLY TABLE SC4

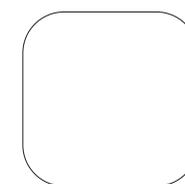
BY SPACE COPENHAGEN  
2013

**Product category** Lounge table  
**Materials** Oak base with marble table top.  
**Dimensions (cm/in)** H: 26cm/10.2in x D: 80cm/31.5in, L: 80cm/31.5in.  
**Colours** White oiled oak base with honed Bianco Carrara marble table top or smoked oiled oak base with polished Nero Marquina marble table top.



80cm / 31.5in

26cm / 10.2in



80cm / 31.5in

80cm / 31.5in



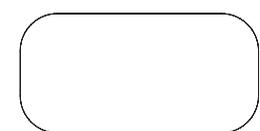
## FLY TABLE SC5

BY SPACE COPENHAGEN  
2013

**Product category** Lounge table  
**Materials** Oak base with marble table top.  
**Dimensions (cm/in)** H: 26cm/10.2in x D: 60cm/23.6in, L: 120cm/47.2in.  
**Colours** White oiled oak base with honed Bianco Carrara marble table top or smoked oiled oak base with polished Nero Marquina marble table top.

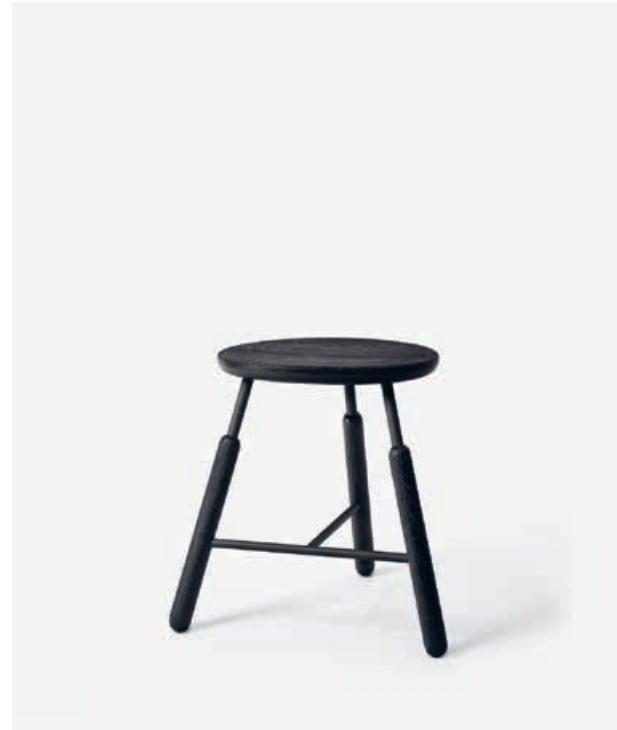


26cm / 10.2in



120cm / 47.2in

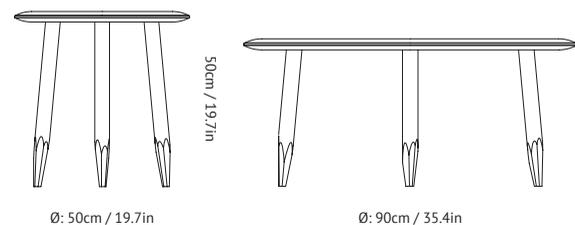
60cm / 23.6in



## HOOF TABLE SW1 & SW2

BY SAMUEL WILKINSON  
2012

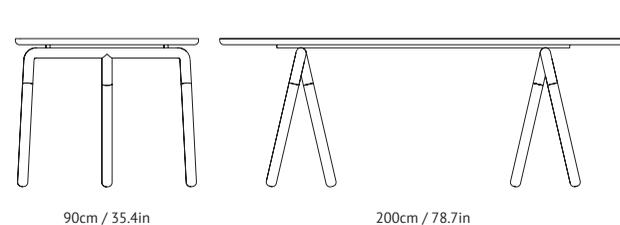
**Product category** Coffee table  
**Materials** Solid oak with a brushed surface.  
**Dimensions (cm/in)** Ø: 90cm/35.4in x H: 40cm/15.7in.  
 Ø: 50cm/19.7in x H: 50cm/19.7in.  
**Colours** Ø90cm: Solid smoked oiled oak, Solid black stained oak (RAL 9005).  
 Ø50cm: Solid black stained oak (RAL 9005), Solid smoked oiled oak, Solid white oiled oak.



Ø: 50cm / 19.7in

Ø: 90cm / 35.4in

40cm / 15.7in



90cm / 35.4in

200cm / 78.7in

75cm / 29.5in

## TABLE NA2

BY NORM.ARCHITECTS  
2011

**Product category** Dining table  
**Materials** Powdercoated steel structure and sand blasted solid oak legs with table top in either ash veneer, laminate or solid oak.  
**Dimensions (cm/in)** H: 75cm/29.5in x D: 90cm/35.4in x L: 200cm/78.7in.  
**Colours** Black powdercoated steel with black stained oak legs and black stained ash veneer table top. White powdercoated steel with natural oak legs and white laminate table top. Black powder coated steel with smoked oiled oak legs and table top.

## STOOL NA3

BY NORM.ARCHITECTS  
2011

**Product category** Stool  
**Materials** Powdercoated steel and sandblasted solid oak.  
**Dimensions (cm/in)** H: 46cm/18.1in x D: 45cm/17.7in x W: 50cm/19.7in.  
**Colours** Natural oak with white powdercoated steel (RAL 9016), Black stained oak with black powder-coated steel (RAL 9005).



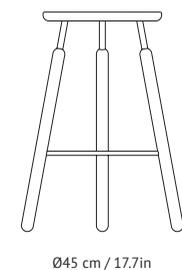
46cm / 18.1in

45cm / 17.7in

## BAR STOOL NA4

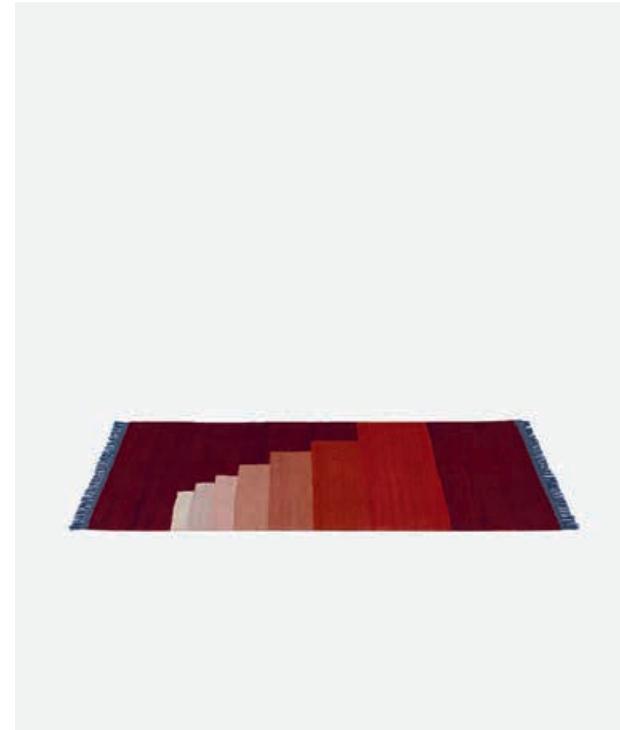
BY NORM.ARCHITECTS  
2011

**Product category** Bar stool  
**Materials** Powdercoated steel and sandblasted solid oak.  
**Dimensions (cm/in)** H: 73cm/28.7in x D: 45 cm/17.7in x W: 50cm/19.7in.  
**Colours** Natural oak with white powdercoated steel (RAL 9016), Black stained oak with black powder-coated steel (RAL 9005).



73cm / 28.7in

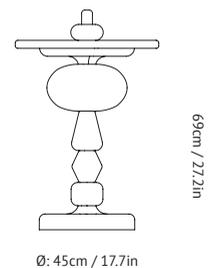
Ø45 cm / 17.7in



## SHUFFLE TABLE <sup>MH1</sup>

BY MIA HAMBORG  
BLACK EDITION BY PETER HAGEN  
2010

**Product category** Side Table  
**Materials** PU Lacquered MDF, polished marble, PU lacquered solid beech, Solid oiled oak.  
**Dimensions (cm/in)** Ø: 45cm/17.7in x H: 69cm/27.2in.  
**Colours** Black lacquered wood and polished Nero Marquina marble or Multicolour.



Ø: 45cm / 17.7in

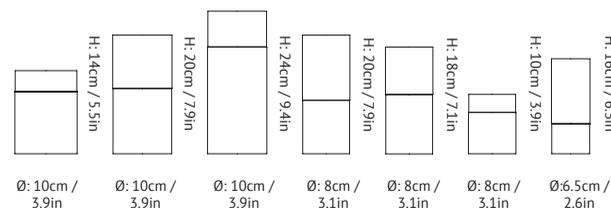
69cm / 27.2in

## TRUE COLOURS <sup>LP1 – LP7</sup>

BY LEX POTT  
2013

**Product category** Vases  
**Materials** Brass, Aluminium, Copper, Steel.  
**Dimensions (cm/in)** Ø: 10cm/3.9in x H: 14cm/5.5in.  
Ø: 10cm/3.9in x H: 20cm/7.9in.  
Ø: 10cm/3.9in x H: 24cm/9.4in.  
Ø: 8cm/3.1in x H: 20cm/7.9in.  
Ø: 8cm/3.1in x H: 18cm/7.1in.  
Ø: 8cm/3.1in x H: 10cm/3.9in.  
Ø: 6.5cm/2.6in x H: 16cm/6.3in.

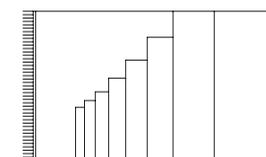
**Colours** Blue brass, White aluminium, Terracotta brass, Green copper, Brown steel, Black brass.



## ANOTHER RUG <sup>AP1</sup>

BY ALL THE WAY TO PARIS  
2014

**Product category** Rug  
**Materials** Handwoven kelim rug made from carefully selected natural materials.  
80% pure New Zealand wool, 20% cotton.  
**Dimensions (cm/in)** W: 90cm/35.4in x L: 140cm/55.1in.  
**Colours** Green Jade, Red Volcano, Blue Thunder, Yellow Amber.



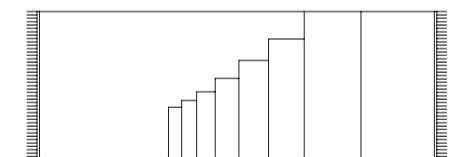
140cm / 55.1in

90cm / 35.4in

## ANOTHER RUG <sup>AP2</sup>

BY ALL THE WAY TO PARIS  
2014

**Product category** Rug  
**Materials** Handwoven kelim rug made from carefully selected natural materials.  
80% pure New Zealand wool, 20% cotton.  
**Dimensions (cm/in)** W: 90cm/35.4in x L: 240cm/94.5in.  
**Colours** Green Jade, Red Volcano, Blue Thunder, Yellow Amber.



240cm / 94.5in

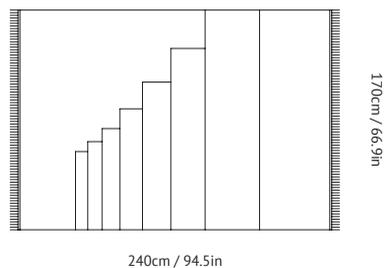
90cm / 35.4in



## ANOTHER RUG AP3

BY ALL THE WAY TO PARIS  
2014

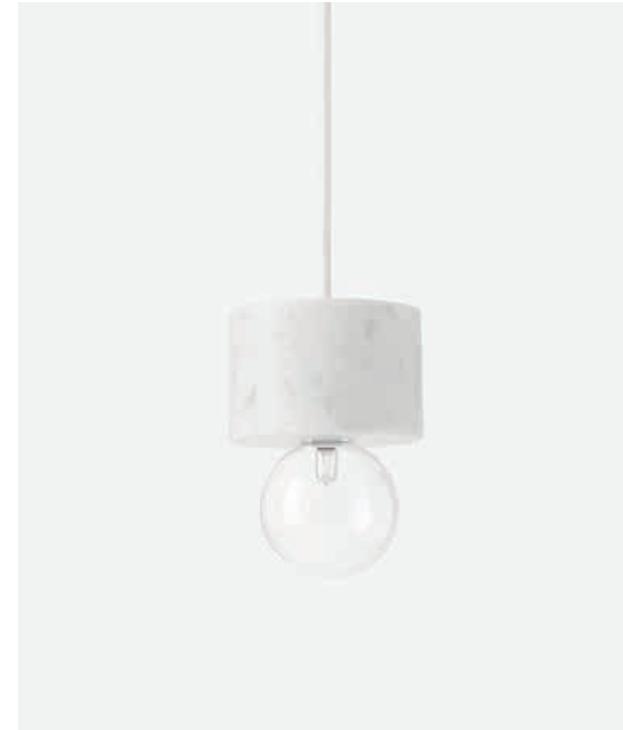
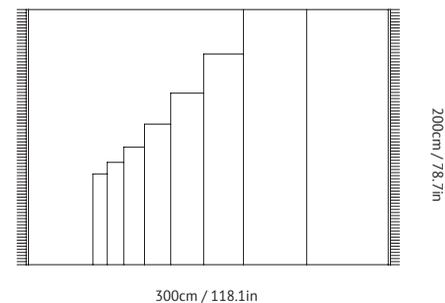
**Product category** Rug  
**Materials** Handwoven kelim rug made from carefully selected natural materials. 80% pure New Zealand wool, 20% cotton.  
**Dimensions (cm/in)** W: 170cm/66.9in x L: 240cm/94.5in.  
**Colours** Green Jade, Red Volcano, Blue Thunder, Yellow Amber.



## ANOTHER RUG AP4

BY ALL THE WAY TO PARIS  
2014

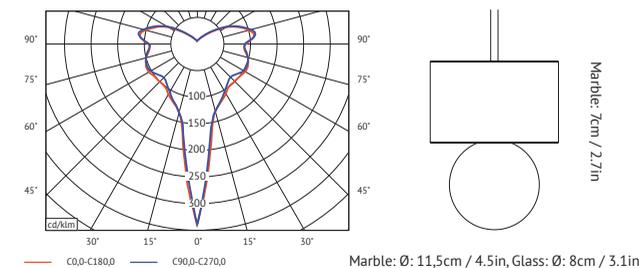
**Product category** Rug  
**Materials** Handwoven kelim rug made from carefully selected natural materials. 80% pure New Zealand wool, 20% cotton.  
**Dimensions (cm/in)** W: 200cm/78.7in x L: 300cm/118.1in.  
**Colours** Green Jade, Red Volcano, Blue Thunder, Yellow Amber.



## MARBLE LIGHT SV1

BY STUDIO VIT  
2014

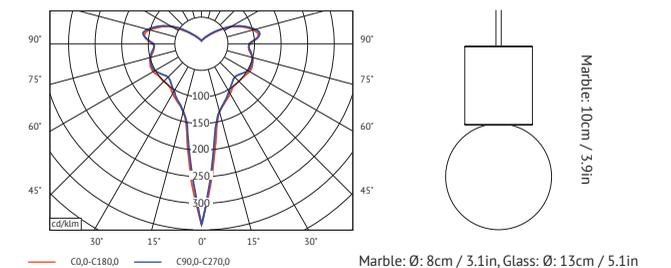
**Product category** Pendant  
**Materials** White Bianco Carrara marble and clear mouth blown borosilicate glass with 4 meter white fabric cord.  
**Dimensions (cm/in)** Marble: Ø: 11,5cm/4.5in, H: 7cm/2.7in. Glass: Ø: 8cm/3.1in.  
**Light source** G9 Max 25 Watt. This luminaire is compatible with bulbs of the energy classes: B - E. This luminaire is sold with a bulb of the energy class: D.



## MARBLE LIGHT SV2

BY STUDIO VIT  
2014

**Product category** Pendant  
**Materials** White Bianco Carrara marble and clear mouth blown borosilicate glass with 4 meter white fabric cord.  
**Dimensions (cm/in)** Marble: Ø: 8cm/3.1in, H: 10cm/3.9in. Glass: Ø: 13cm/5.1in.  
**Light source** G9 Max 25 Watt. This luminaire is compatible with bulbs of the energy classes: B - E. This luminaire is sold with a bulb of the energy class: D.





## MARBLE LIGHT SV3

BY STUDIO VIT  
2014

- Product category** Pendant
- Materials** White Bianco Carrara marble and clear mouth blown borosilicate glass with 4 meter white fabric cord.
- Dimensions (cm/in)** Marble: Ø: 7cm/2.7in, H: 5cm/1.9.  
Glass: Ø: 8cm/3.1in.
- Light source** G9 Max 25 Watt. This luminaire is compatible with bulbs of the energy classes: B - E. This luminaire is sold with a bulb of the energy class: D.

## MARBLE LIGHT SV4

BY STUDIO VIT  
2014

- Product category** Pendant
- Materials** White Bianco Carrara marble and clear mouth blown borosilicate glass with 4 meter white fabric cord.
- Dimensions (cm/in)** Marble: Ø: 9cm/3.5in, H: 6cm/2.3in.  
Glass: Ø: 11cm/4.3in.
- Light source** G9 Max 25 Watt. This luminaire is compatible with bulbs of the energy classes: B - E. This luminaire is sold with a bulb of the energy class: D.

## MARBLE LIGHT SV5

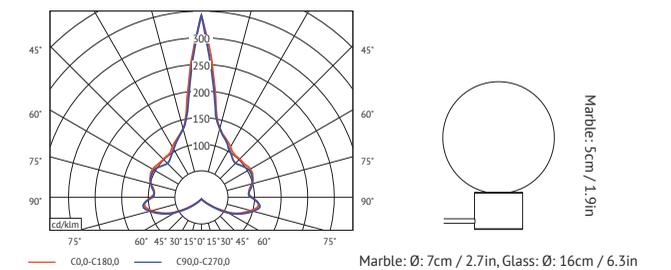
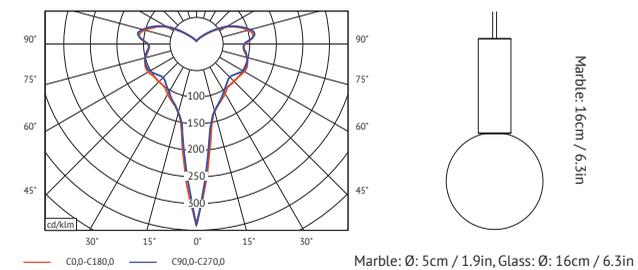
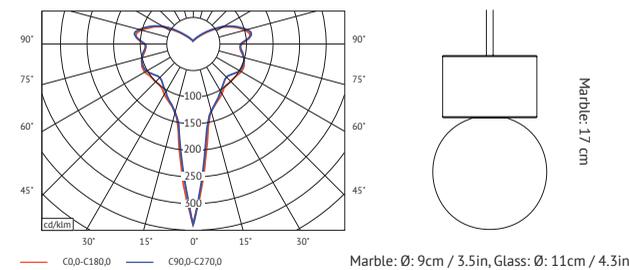
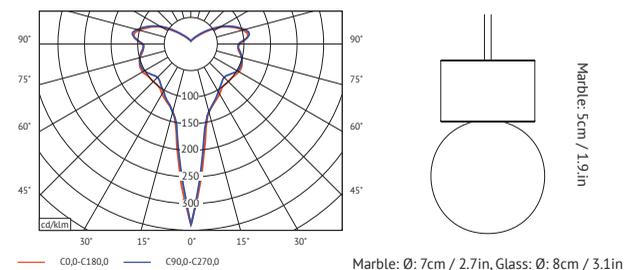
BY STUDIO VIT  
2014

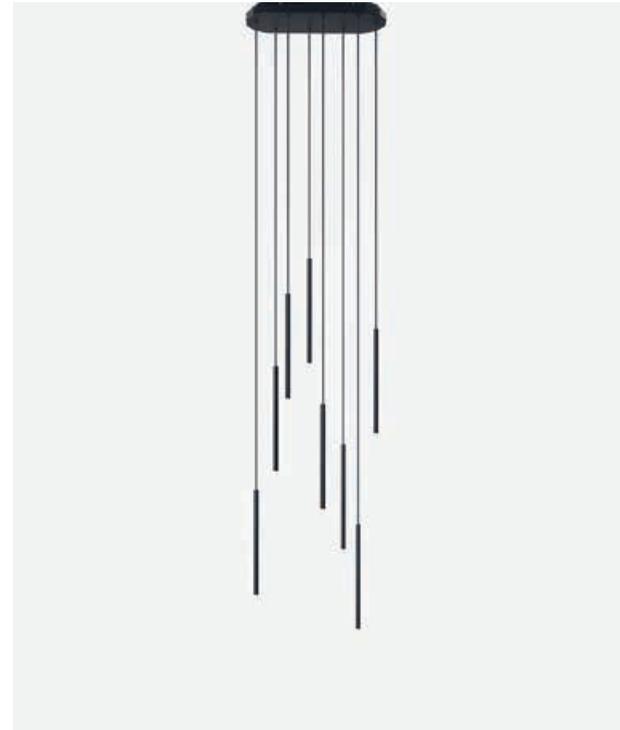
- Product category** Pendant
- Materials** White Bianco Carrara marble and clear mouth blown borosilicate glass with 4 meter white fabric cord.
- Dimensions (cm/in)** Marble: Ø: 5cm/1.9in, H: 16cm/6.3in.  
Glass: Ø: 16cm/6.3in.
- Light source** G9 Max 25 Watt. This luminaire is compatible with bulbs of the energy classes: B - E. This luminaire is sold with a bulb of the energy class: D.

## MARBLE LIGHT SV6

BY STUDIO VIT  
2014

- Product category** Table lamp
- Materials** White Bianco Carrara marble and clear mouth blown borosilicate glass with 2 meter white fabric cord with dimmer.
- Dimensions (cm/in)** Marble: Ø: 7cm/2.7in, H: 5cm/1.9in.  
Glass: Ø: 16cm/6.3in.
- Light source** G9 Max 25 Watt. This luminaire is compatible with bulbs of the energy classes: B - E. This luminaire is sold with a bulb of the energy class: D.

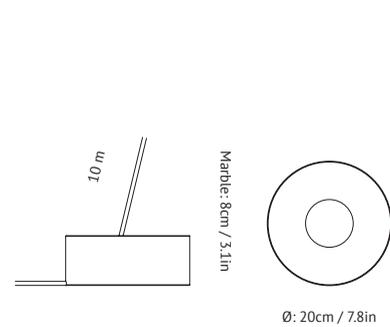




## MARBLE LIGHT SV7

BY STUDIO VIT  
2014

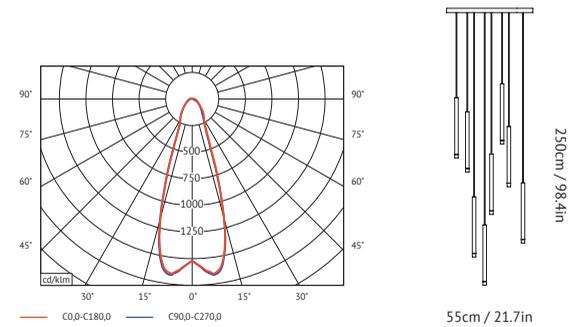
- Product category** Pendant (SV2) with marble floor weight and 10 meter cable.
- Materials** White bianco carrara marble with 10 meter white fabric cord fitted with G9 lamp holder. The floor weight is delivered with a white metal hook for ceiling installation and a self-assembly CE plug.
- Dimensions (cm/in)** Marble: Ø: 20cm/7.8in, H: 8cm/3.1in.
- Light source** G9 Max 25 Watt. This luminaire is compatible with bulbs of the energy classes: B - E. This luminaire is sold with a bulb of the energy class: D.



## ARRAY JK1

BY SOFIE REFER, JAKOB STAER AND  
JESPER KONGSHAUG  
2011

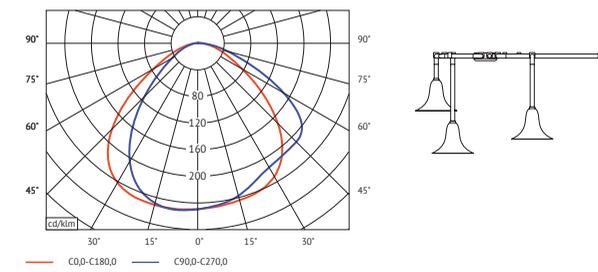
- Product category** Chandelier
- Materials** Lacquered aluminium, acrylic diffuser, silicon cord.
- Dimensions (cm/in)** Canopy: H: 55cm/21.7in x D: 26cm/10.2in x L: 5cm/1.9in. Total max length 250cm/98.4in.
- Colours:** Black, White.
- Light source** 8 x built-in 2,5 Watt LED - 3000 Kelvin. The luminaire is compatible with bulbs of the energy classes: A++ - A. The built-in LEDs cannot be changed in this luminaire.



## LIGHT FOREST OD1

BY ONTWERPDUO  
2010

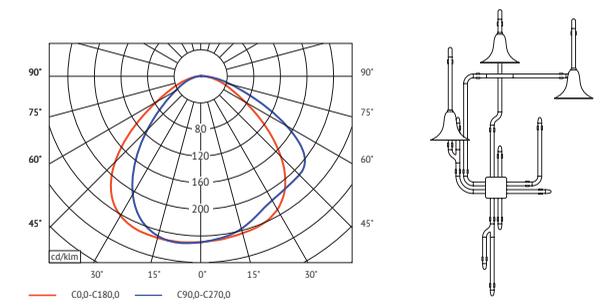
- Product category** Ceiling light
- Materials** Lacquered copper, aluminium and ABS.
- Dimensions (cm/in)** Conf.1: W: 100cm/39.4in x D: 100cm/39.4in. Conf.2: W: 125cm/49.2in x D: 120cm/47.2in. Conf.3: W: 145cm/57.1in x D: 75cm/29.5in. Conf.4: W: 100cm/39.4in x D: 75cm/29.5in.
- Colors** Slightly textured matt forest green.
- Light source** 3 x E27 Max 40 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.



## LIGHT FOREST OD2

BY ONTWERPDUO  
2010

- Product category** Wall light
- Materials** Lacquered copper, aluminium, ABS, 3 meter clear pvc cord with CE plug.
- Dimensions (cm/in)** Conf.1: H: 120cm/47.2in x W: 70cm/27.6in. Conf.2: H: 95cm/37.4in x W: 150cm/59.1in.
- Colors** Slightly textured matt forest green.
- Light source** 3 x E27 Max 40 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.

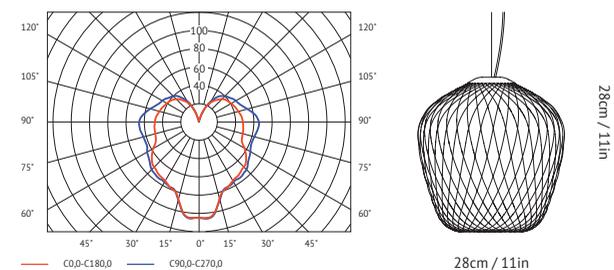




## BLOWN SW3

BY SAMUEL WILKINSON  
2014

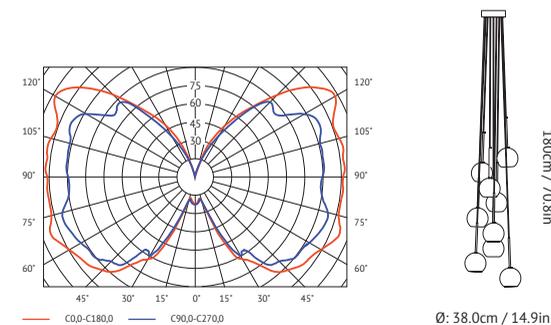
- Product category** Pendant
- Materials** Mouth-blown glass, powdercoated metal suspension, coated wire, 4 meter fabric cord.
- Dimensions (cm/in)** Ø: 28cm/11in, H: 28cm/11in.
- Colours** Silver lustré glass with black textile cord, Blasted white glass with white textile cord.
- Light source** E27 Max 100 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.



## ICE CHANDELIER

BY SOFIE REFER  
2006

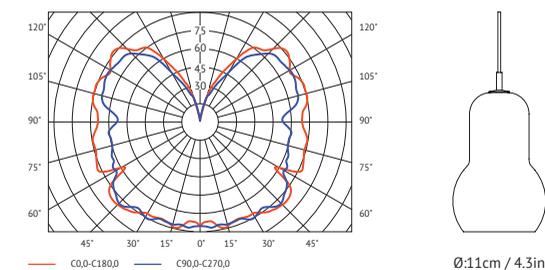
- Product category** Chandelier
- Materials** Mouth-blown glass and anodised aluminium with clear PVC cord.
- Dimensions (cm/in)** Ø: 38.0cm/14.9in L: 180cm/70.8in.
- Colours** Clear glass with anodized aluminium. Silver lustré glass with black anodized aluminium. Gold lustré glass with gold anodized aluminium.
- Light source** 9 x G4 Max 10 Watt. The luminaire is compatible with bulbs of the energy class: C. The luminaire is sold with a bulb of the energy class: C.



## BULB SR1

BY SOFIE REFER  
2001

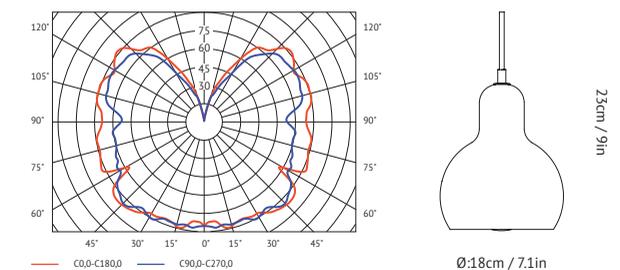
- Product category** Pendant
- Materials** Mouth blown glass with 3 meter cord and porcelain lamp holder.
- Dimensions (cm/in)** H: 16.3cm/6.4in x Ø:11cm/4.3in.
- Cord Colours** Clear PVC cord, Black fabric cord, Red fabric cord.
- Light source** E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.



## MEGA BULB SR2

BY SOFIE REFER  
2006

- Product category** Pendant
- Materials** Mouth blown glass with 3 meter cord and porcelain lamp holder.
- Dimensions (cm/in)** H: 23cm/9in x Ø:18cm/7.1in.
- Cord Colours** Clear PVC cord, Black fabric cord, Red fabric cord.
- Colours** Clear glass with clear PVC cord, Clear glass with black fabric cord, Clear glass with red fabric cord, Silver lustré glass with black fabric cord, Gold lustré glass with white fabric cord.
- Light source** E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.





## BELLEVUE FLOOR AJ2

BY ARNE JACOBSEN  
1929

- Product category** Floor lamp
- Materials** Lacquered aluminium shade with steel tubes and cast iron base, 2 meter fabric cord.
- Dimensions (cm/in)** Base: Ø: 27.3cm/10.7in. Lamp: D: 60cm/23.6in x H: 112cm/44.1in.
- Colours** White, Matt Black.
- Light source** E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.

## BELLEVUE TABLE AJ3

BY ARNE JACOBSEN  
1929

- Product category** Table lamp
- Materials** Lacquered aluminium shade with steel tubes and cast iron base, 2 meter fabric cord.
- Dimensions (cm/in)** Base: Ø: 19.5cm/7.7in. Lamp: D: 58cm/22.8in x H: 51.4cm/20.2in.
- Colours** White, Matt Black.
- Light source** E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.

## BELLEVUE AJ4

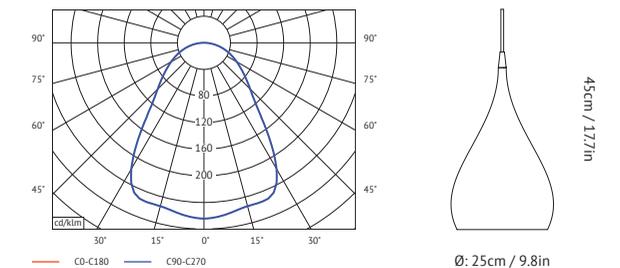
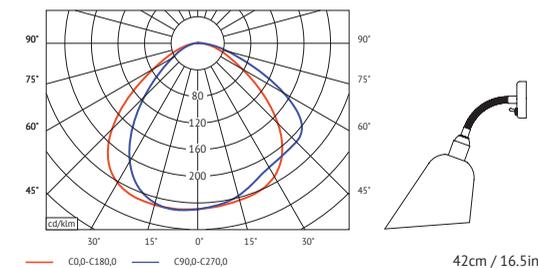
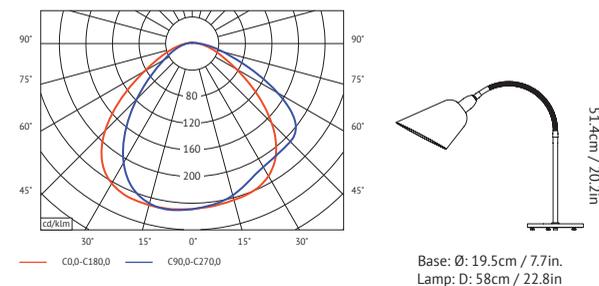
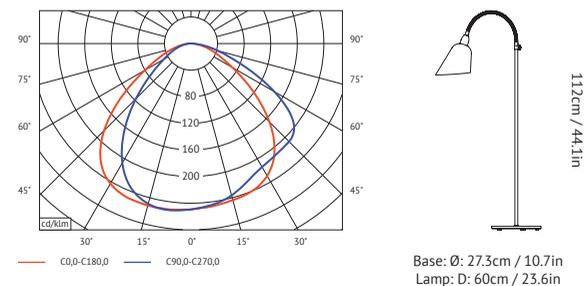
BY ARNE JACOBSEN  
1929

- Product category** Wall lamp
- Materials** Lacquered aluminium shade with steel tubes and cast iron base, 2 meter fabric cord.
- Dimensions (cm/in)** Wall Mount: Ø: 8.5cm/3.3in. Lamp: D: 42cm/16.5in x W: 19.5cm/7.7in x H: 33.7cm/13.3in
- Colours:** White, Matt Black.
- Light source** E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.

## SPINNING LIGHT BH1

BY BENJAMIN HUBERT  
2010

- Product category** Pendant
- Materials** Lacquered aluminium with 4 meter PVC cord.
- Dimensions (cm/in)** H: 45cm/17.7in x Ø: 25cm/9.8in.
- Colours** White, Black, Dark matt grey.
- Light source** E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.





## SPINNING LIGHT BH2

BY BENJAMIN HUBERT  
2010

**Product category** Pendant  
**Materials** Lacquered aluminium with 4 meter PVC cord.  
**Dimensions (cm/in)** Ø: 40cm/15.7in x H: 34cm/13.4in.  
**Colours** White, Black, Dark matt grey.  
**Light source** E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.

## COPENHAGEN PENDANT SC6

BY SPACE COPENHAGEN  
2014

**Product category** Pendant  
**Materials** Lacquered steel shade with plated steel suspension, 4 meter fabric cord.  
**Dimensions (cm/in)** Ø20cm/7.8in, H: 25cm/9.8in.  
**Colours** Matt blush, Matt moss, Matt slate, Matt black, Matt white.  
**Light source** G9 Max 40 Watt. The luminaire is compatible with bulbs of the energy classes: B - E. Bulb is not included.

## COPENHAGEN PENDANT SC7

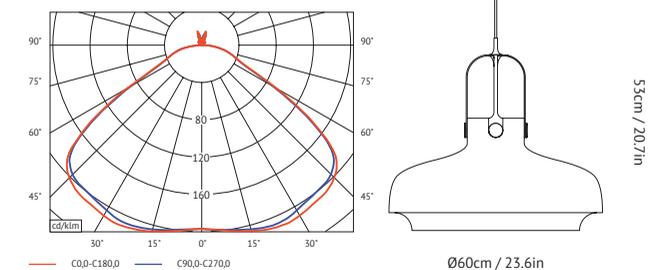
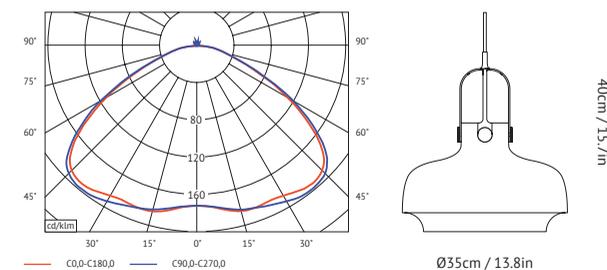
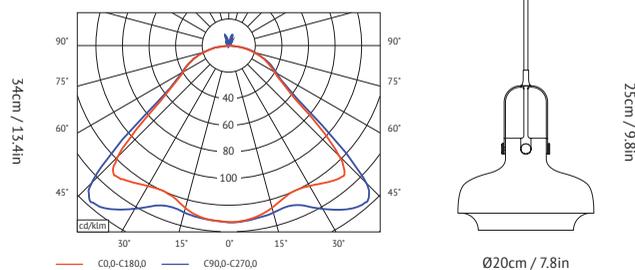
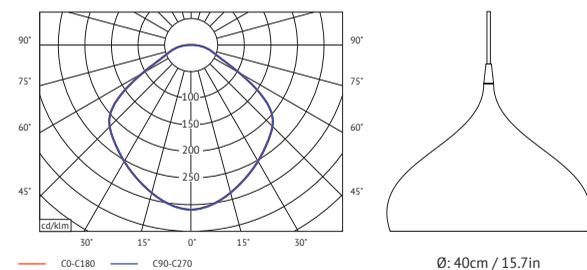
BY SPACE COPENHAGEN  
2014

**Product category** Pendant  
**Materials** Lacquered metal shade with plated metal suspension, 4 meter fabric cord.  
**Dimensions (cm/in)** Ø35cm/13.8in, H: 40cm/15.7in.  
**Colours** Matt black, Matt white.  
**Light source** E27 Max 100 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.

## COPENHAGEN PENDANT SC8

BY SPACE COPENHAGEN  
2014

**Product category** Pendant  
**Materials** Lacquered aluminum shade with plated steel suspension, 6 meter fabric cord with safety wire.  
**Dimensions (cm/in)** Ø60cm/23.6in, H: 53cm/20.7in.  
**Colours** Matt Black.  
**Light source** E27 Max 150 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.

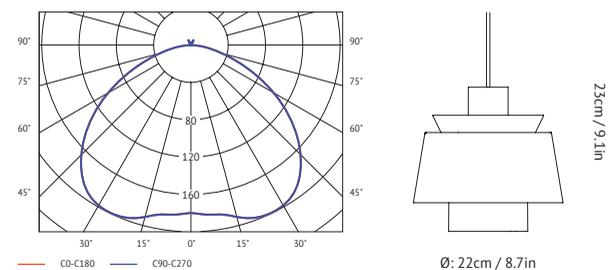




## UTZON LAMP <sup>JU1</sup>

BY JØRN UTZON  
1947

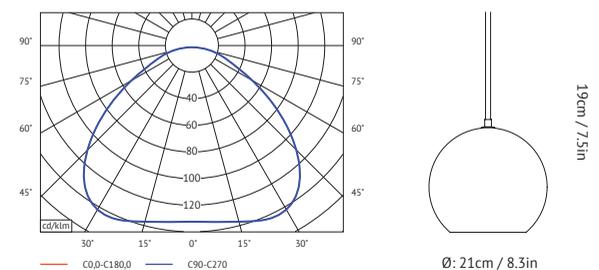
**Product category** Pendant  
**Materials** Chromed or lacquered metal, 3 meter fabric cord  
**Dimensions (cm/in)** Ø: 22cm/8.7in x H: 23cm/9.1in.  
**Colours** White lacquered steel with white fabric cord, Chromed steel with white fabric cord, Lacquered copper with black fabric cord.  
**Light source** E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.



## TOPAN <sup>VP6</sup>

BY VERNER PANTON  
1959

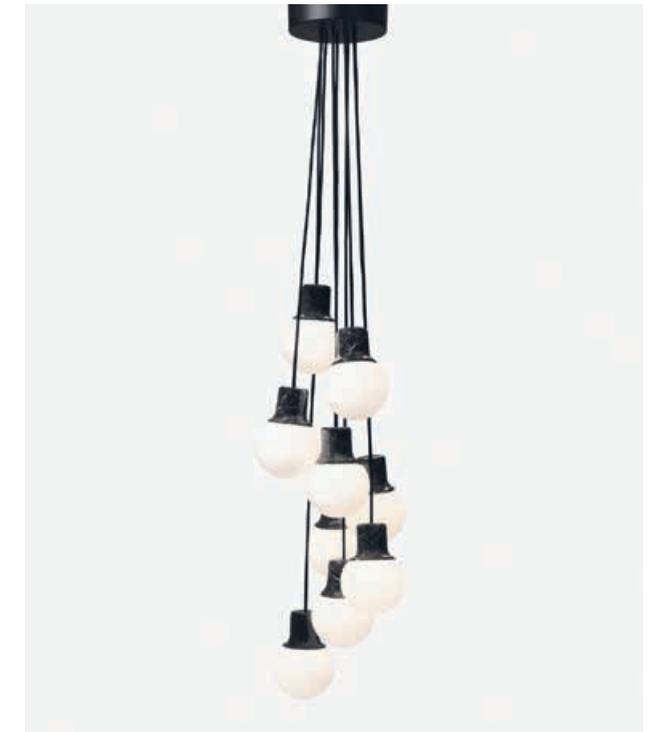
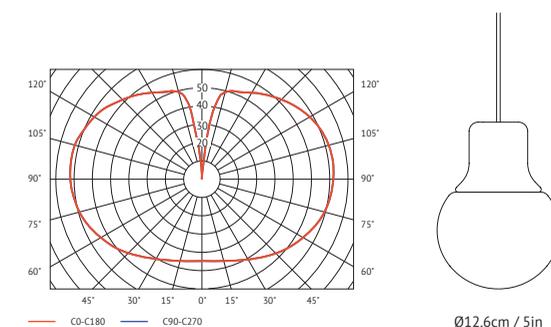
**Product category** Pendant  
**Materials** Lacquered aluminium with 3 meter fabric cord.  
**Dimensions (cm/in)** Ø: 21cm/8.3in x H: 19cm/7.5in.  
**Colours** Yellow, White, Orange, Red, Mint, Green, Turquoise, Black, Matt/brushed aluminium, Black/gold.  
**Light source** E27 Max 40 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.



## MASS LIGHT <sup>NA5</sup>

BY NORM.ARCHITECTS  
2012

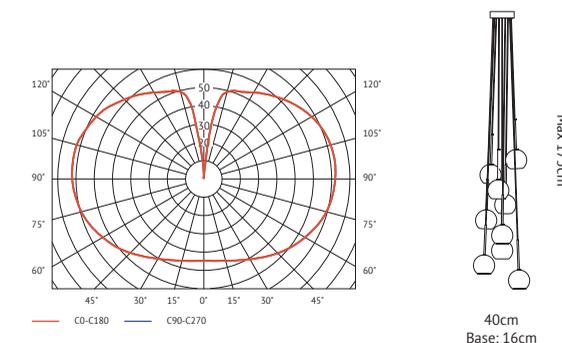
**Product category** Pendant  
**Materials** Marble, brass or copper, white acid-etched opal glass, 4 meter black fabric cord. Mass Light can be bought as a chandelier with a canopy for 9 pendants.  
**Dimensions (cm/in)** Ø: Ø12.6cm/5in x H18.3cm/7.2in.  
**Light Source** G9 Max 40 Watt. The luminaire is compatible with bulbs of the energy classes: B - E. The luminaire is sold with a bulb of the energy class: E.

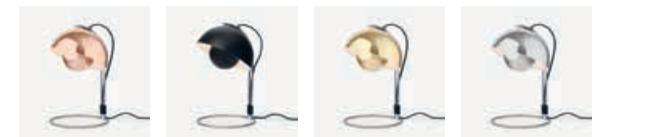
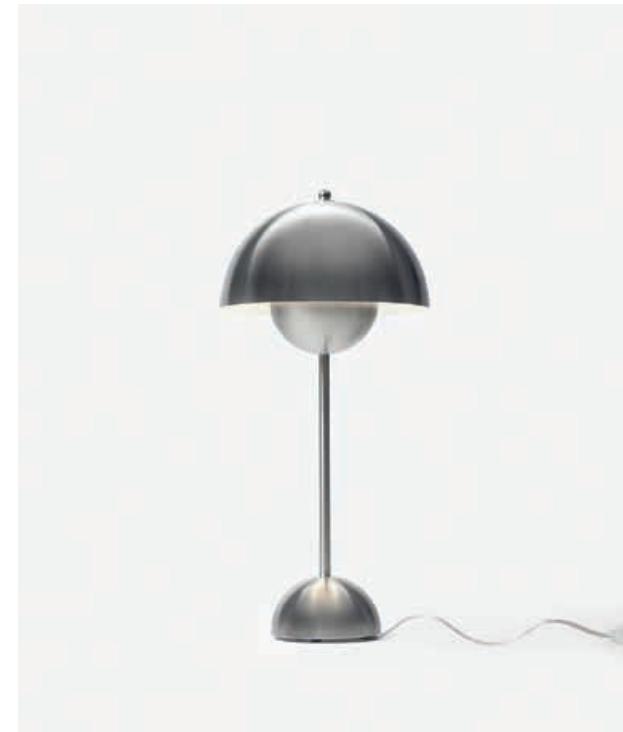
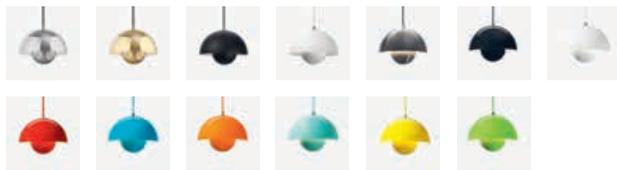


## MASS LIGHT <sup>NA6</sup>

BY NORM.ARCHITECTS  
2012

**Product category** Chandelier  
**Materials** Marble stone, acid-etched opal glass, 4 meter fabric cord, lacquered steel canopy.  
**Dimensions (cm/in)** Ø: 12,6/5in. H: 18,3cm./7,2in.  
**Light source** 1 x G9 – max 40 Watt.  
**per lamp** 9  
**Lamps included** G9 Max 40 Watt. The luminaire is compatible with bulbs of the energy classes: B - E. The luminaire is sold with a bulb of the energy class: E.

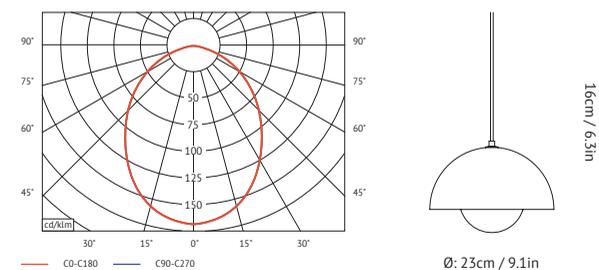




## FLOWERPOT VP1

BY VERNER PANTON  
1968

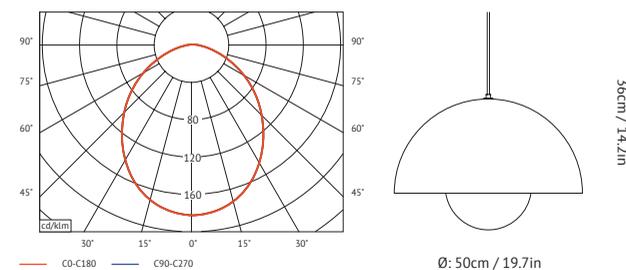
**Product category** Pendant  
**Materials** Lacquered metal with 3 meter fabric cord.  
**Dimensions (cm/in)** Ø: 23cm/9.1in x H: 16cm/6.3in.  
**Colours** Yellow, White, Orange, Red, Mint, Green, Turquoise, Black, Matt light grey, Matt white, Matt black, Lacquered copper, Lacquered brass, Polished stainless steel, Brushed stainless steel, Chromed steel.  
**Light source** E27 Max 40 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.



## FLOWERPOT VP2

BY VERNER PANTON  
1968

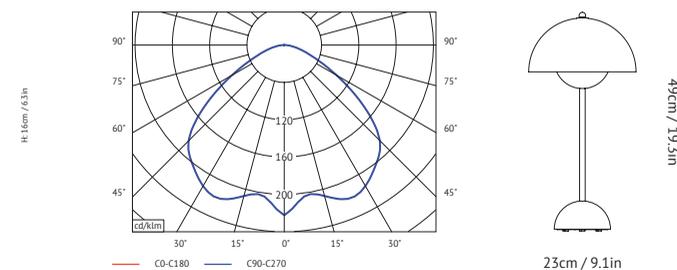
**Product category** Pendant  
**Materials** Lacquered metal with 3 meter fabric cord.  
**Dimensions (cm/in)** Ø: 50cm/19.7in, H: 36cm/14.2in.  
**Colours** Yellow, White, Red, Black.  
**Light source** E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.



## FLOWERPOT VP3

BY VERNER PANTON  
1969

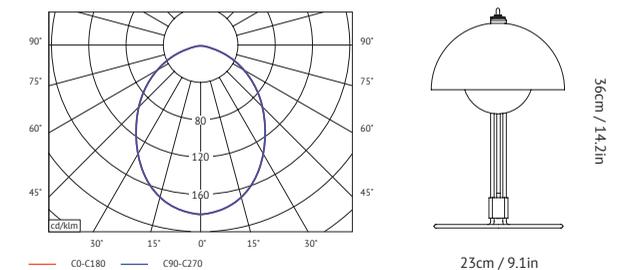
**Product category** Table lamp  
**Materials** Lacquered steel with 2 meter clear PVC.  
**Cord Dimensions** Ø: 23cm/9.1in x H: 49cm/19.3in.  
**Colours** Brushed stainless steel, Yellow, White, Orange, Red, Mint, Turquoise, Light matt grey, Black.  
**Light source** E27 Max 40 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.



## FLOWERPOT VP4

BY VERNER PANTON  
1968

**Product category** Pendant  
**Materials** Lacquered steel with 2 meter fabric cord.  
**Dimensions (cm/in)** Ø: 23cm/9.1in x H: 36cm/14.2in.  
**Colours** Matt black, Matt white, Brass, Copper, Polished stainless steel.  
**Light source** E 27 Max 40 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.

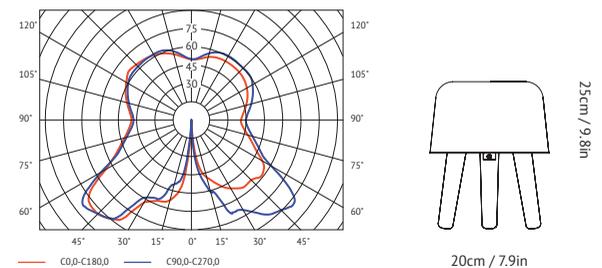




## MILK NA1

BY NORM.ARCHITECTS  
2010

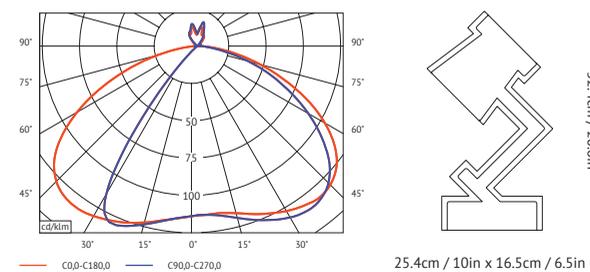
- Product category** Table lamp
- Materials** Mouth blown opal glass, solid ash legs, 2 meter fabric cord with dimmer.
- Dimensions (cm/in)** Ø: 20cm/7.9in x H: 25cm/9.8in.
- Colours** Untreated ash legs with white fabric cord, Untreated ash legs with black fabric cord, Black stained ash legs with black fabric cord, Smoked oiled ash legs with black fabric cord.
- Light source** G9 Max 40 Watt. The luminaire is compatible with bulbs of the energy classes: B - E. The luminaire is sold with a bulb of the energy class: E.



## TRASH ME VV1

BY VICTOR VETTERLEIN  
2010

- Product category** Table lamp
- Materials** Paper pulp, 2 meter bordeaux fabric cord.
- Dimensions (cm/in)** H: 52.4cm/20.6in x L: 25.4cm/10in x W: 16.5cm/6.5in.
- Cord Colours** Natural paper bordeaux fabric color.
- Light Source:** E27 Max 40 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.



CONCEPT AND CREATIVE DIRECTION  
All the Way to Paris

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