

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®











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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 Jørn 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,

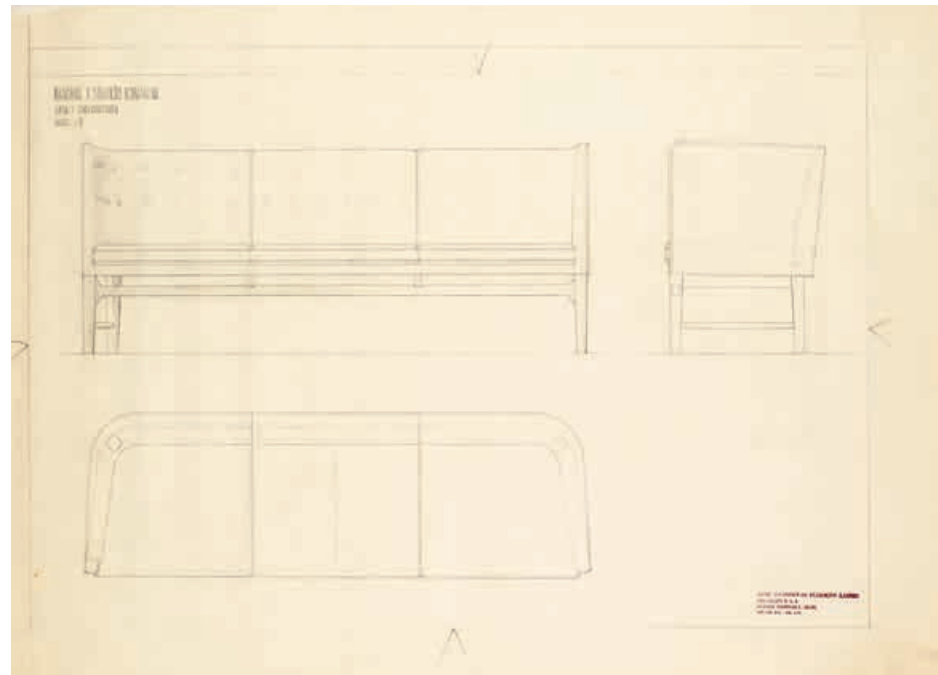
such as the JU1 pendant by Utzon and the Mayor sofa by Lassen and Jacobsen and the Bellevue lamps by Jacobsen.

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

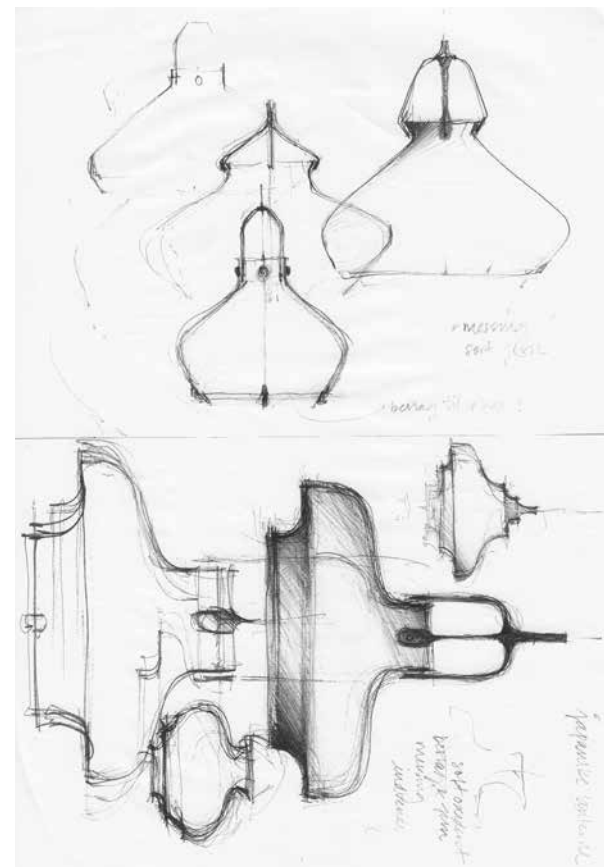


the company – and the best results come when there is 50% of each.”

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.

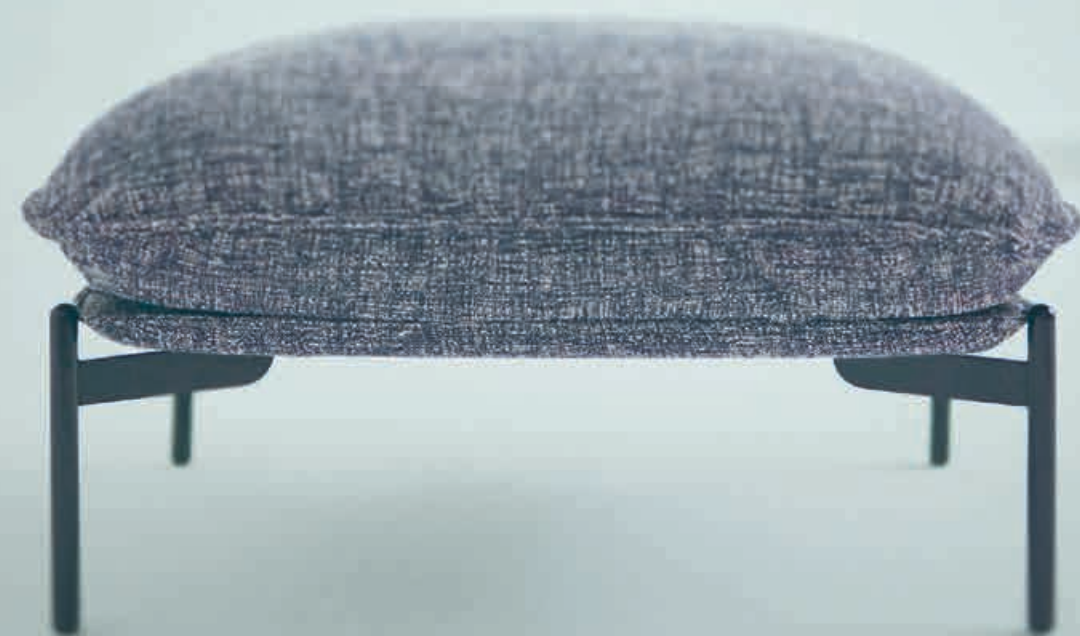
Still a few years shy of 40, Nichetto is one of the most successful designers of his generation. He has studios in both Venice and Stockholm, and has collaborated with brands that span from legendary Italian manufacturers to innovative up-and-coming Scandinavian companies, &tradition amongst them.

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, Ontwerpdue 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 Ontwerpdue'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 Ontwerpdue 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.

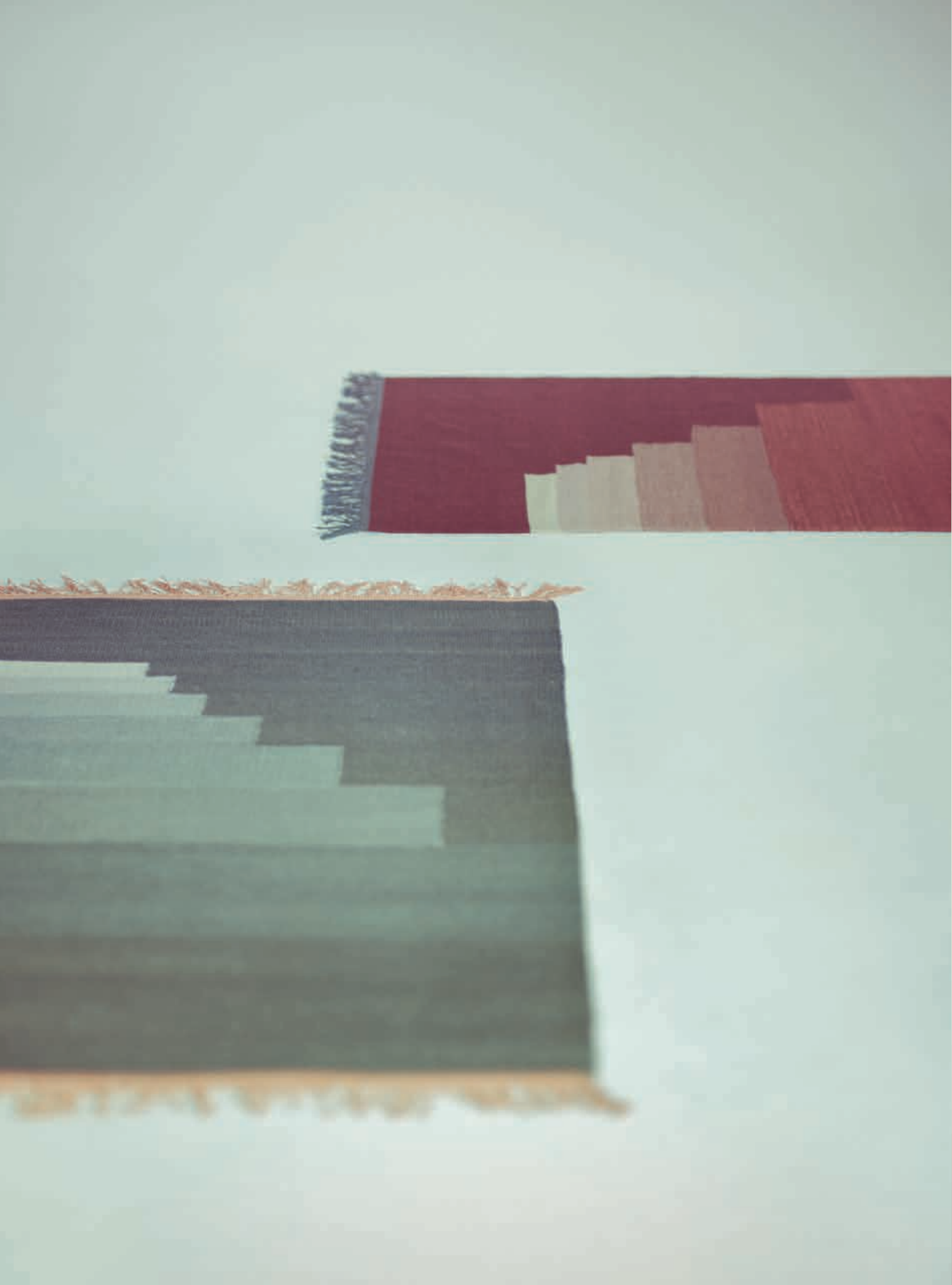
This means that even a piece such as What It Is It Isn't, a mind-bending, swaying cabinet inspired by the warped visions of Alice in Wonderland, offers its owner perfectly adequate storage space. But while some of the pieces may seem whimsical, a product like Light Forest also poses a clever solution 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."

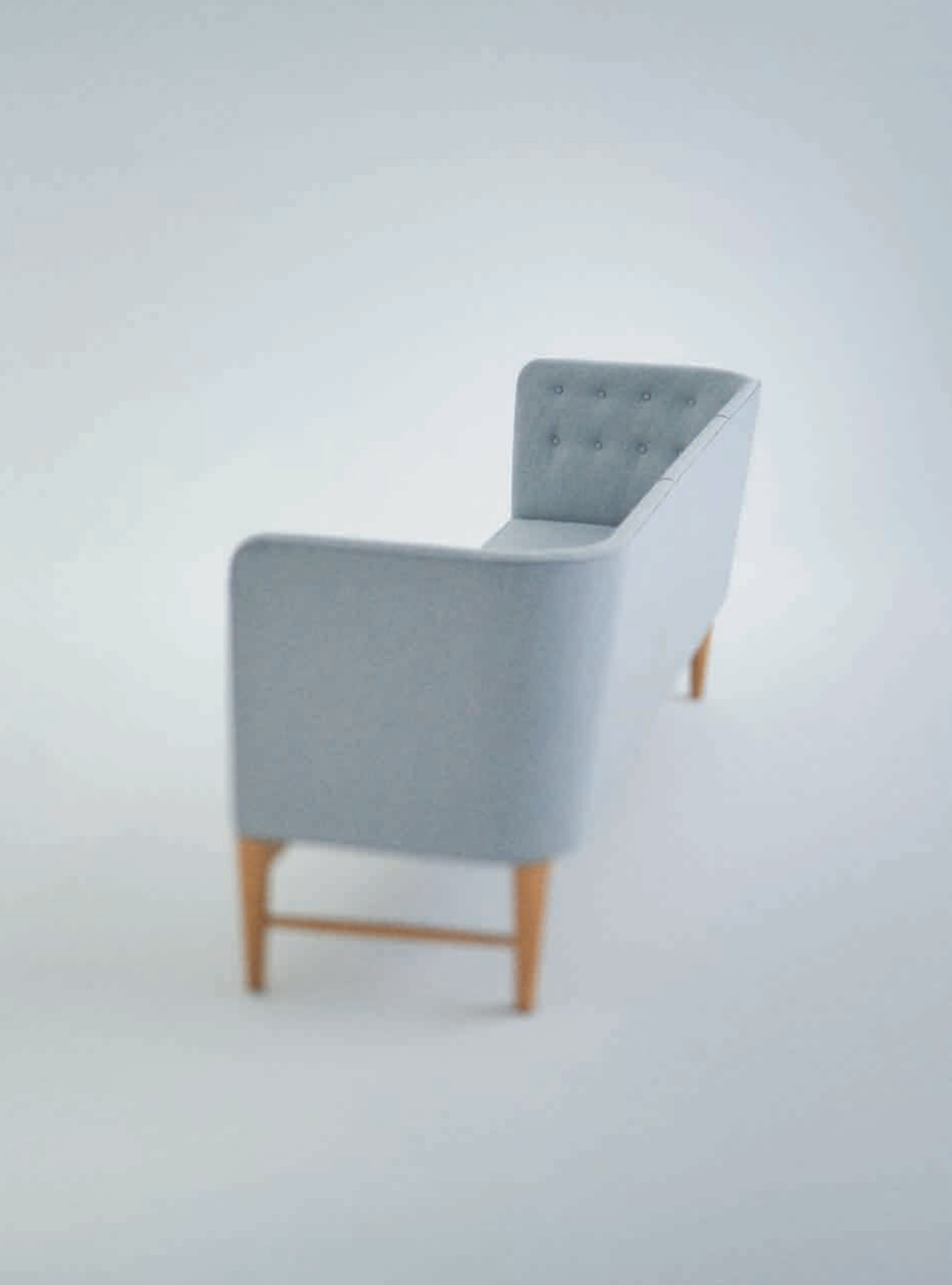


















HOW WE PRODUCE



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. 83





Another Rug AP2, p. 69
Mass Light NA5, p. 83
Hoof table SW1, p. 66



Mayor Sofa A15, p. 61
Catch Chair JH1, p. 62



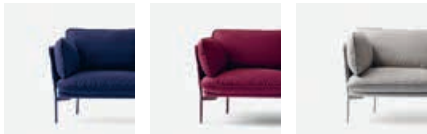
WE CONNECT WITH THE OLD MASTERS
WHILE GIVING SPACE TO
NEW DESIGNERS TO DEFINE FUTURE CLASSICS.
WE SEE A KINSHIP BETWEEN
THE OLD MASTERS WHO WERE AVANT-GARDE
IN THEIR TIME AND DESIGNERS OF TODAY
CREATING THE GROUND-BREAKING ICONS
OF TOMORROW.

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**

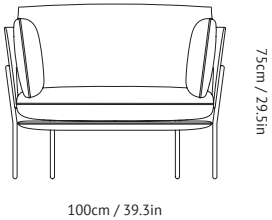
2015



CLOUD ONE SEATER LN1

BY LUCA NICHETTO
2015

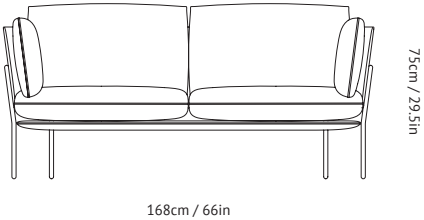
Product category Lounge chair
Materials Plywood frame. Solid wood and steel base with no-zag springs. CMHR and feather pillows. Powder coated solid steel legs. Kvadrat by Raf Simons fabric upholstery.
Dimensions (cm/in) H: 75cm/29.5in, D: 84cm/33in, L: 100cm/39.3in, Seat height: 40cm/15.7in.
Stock items 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.



CLOUD TWO SEATER LN2

BY LUCA NICHETTO
2015

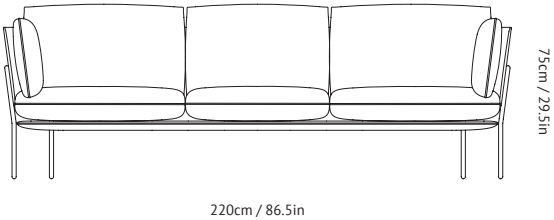
Product category Sofa
Materials Plywood frame. Solid wood and steel base with no-zag springs. CMHR and feather pillows. Powder coated solid steel legs. Kvadrat by Raf Simons fabric upholstery.
Dimensions (cm/in) H: 75cm/29.5in, D: 84cm/33in, L: 168cm/66in, Seat height: 40cm/15.7in.
Stock items Black 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.



CLOUD THREE SEATER LN3

BY LUCA NICHETTO
2015

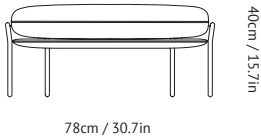
Product category Sofa
Materials Plywood frame. Solid wood and steel base with no-zag springs. CMHR and feather pillows. Powder coated solid steel legs. Kvadrat by Raf Simons fabric upholstery.
Dimensions (cm/in) H: 75cm/29.5in, D: 84cm/33in, L: 220cm/86.5in, Seat height: 40cm/15.7in.
Stock items Black 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.



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.

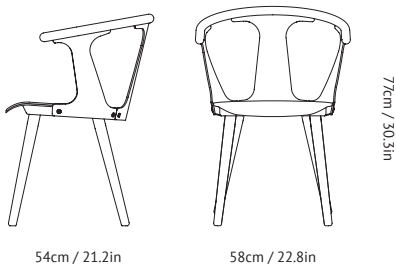




IN BETWEEN SK1

BY SAMI KALLIO
2013

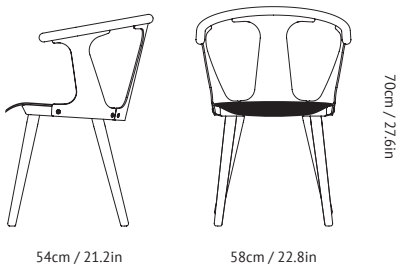
Product category Chair with armrest
Materials Solid wood and formpressed veneer.
Dimensions (cm/in) H: 77cm/30.3in, W: 58cm/22.8in, D: 54cm/21.2in
Armrest height: 70cm/27.6in,
Seating height: 45cm/17.7in.
Colours White oiled oak, Smoked oiled oak, Stained black ash (RAL 9005).



IN BETWEEN SK2

BY SAMI KALLIO
2013

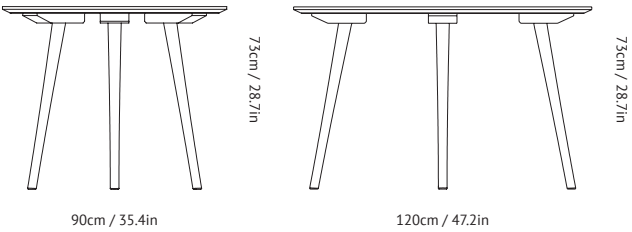
Product category Chair with armrest
Materials Solid wood and formpressed veneer.
The chair comes with a full upholstered seat.
Dimensions (cm/in) H: 77cm/30.3in, W: 58cm/22.8in, D: 54cm/21.2in.
Armrest height: 70cm/27.6in,
Seating height: 45cm/17.7in.
Stock items White oiled oak/Balder 3 132, Sunniva 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.



IN BETWEEN SK3 & SK4

BY SAMI KALLIO
2014

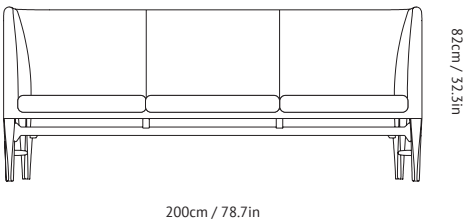
Product category Dining table
Materials Solid oak.
Dimensions (cm/in) SK3: Ø: 90cm/35.4in, H: 73cm/28.7in.
SK4: Ø: 120cm/47.2in, H: 73cm/28.7in.
Colours White oiled oak, Smoked oiled oak, Black stained oak (RAL 9005).

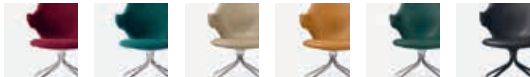
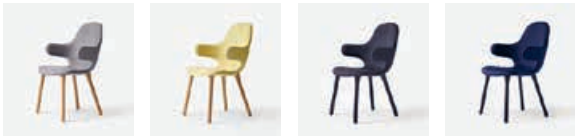


MAYOR SOFA AJ5

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.

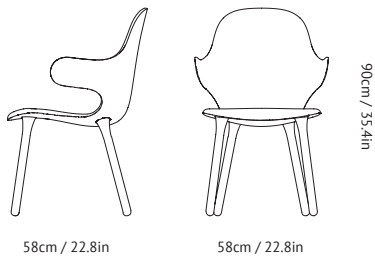




CATCH CHAIR ^{JH1}

BY JAIME HAYON
2013

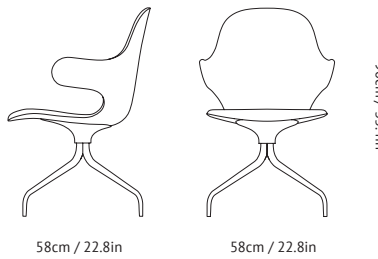
Product category	Chair with armrest
Materials	Molded PU foam, CMHR foam, oak legs, Kvadrat by Raf Simons fabrics or CA-MO leather upholstery.
Dimensions (cm/in)	H: 90cm/35.4in, D: 58cm/22.8in, W: 58cm/22.8in, Armrest height: 68cm/26.8in, Seating height: 45cm/17.7in.
Stock items	White oiled oak/Sunniva 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

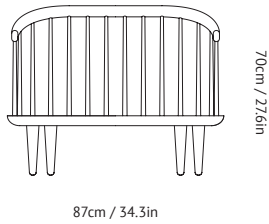
Product category	Chair with armrest
Materials	Molded PU foam, CMHR foam, aluminium swivel base, Kvadrat by Raf Simons fabrics or CA-MO leather upholstery.
Dimensions (cm/in)	H: 90cm/35.4in, D: 58cm/22.8in, W: 58cm/22.8in, Armrest height: 68cm/26.8in, Seating height: 45cm/17.7in.
6-8 wks.lead-time	Polished 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

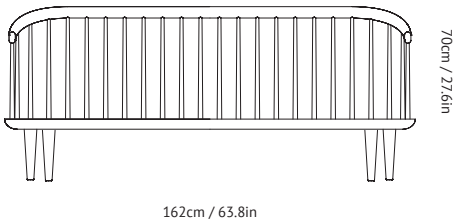
Product category	Lounge chair
Materials	Oak frame and base. CMHR foam and feather pillows. Fabric upholstery.
Dimensions (cm/in)	H: 70cm/27.6in, D: 80cm/31.5in, L: 87cm/34.3in, Seating height: 40cm/15.7in.
Stock items	White oiled oak / Chivasso Hot Madison (CH1249/094). Smoked oiled oak / Chivasso Hot 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.

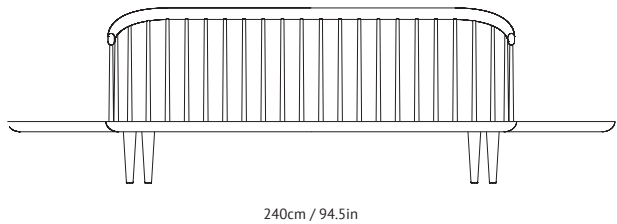




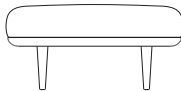
FLY SOFA ^{SC3}

BY **SPACE COPENHAGEN**
2013

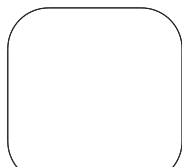
Product category	Sofa with side tables
Materials	Oak frame and base. CMHR foam and feather pillows. Fabric upholstery.
Dimensions (cm/in)	H: 70cm/27.6in x D: 80cm/31.5in, L: 240cm/94.5in. Seating height: 40cm/15.7in.
Stock items	White oiled oak / Chivasso Hot Madison (CH1249/094). Smoked oiled oak /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



70cm / 27.6in



40cm / 15.7in



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}

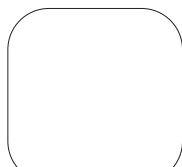
BY **SPACE COPENHAGEN**
2013

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

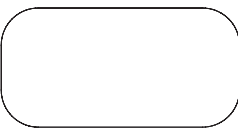


80cm / 31.5in

80cm / 31.5in



26cm / 10.2in



120cm / 47.2in

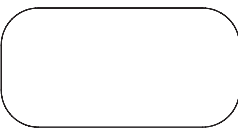
FLY TABLE ^{SC5}

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



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.

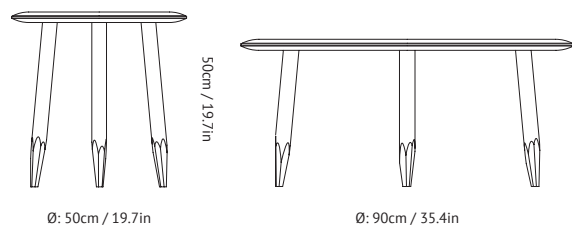
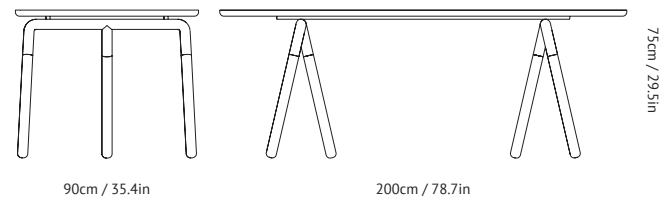


TABLE NA2

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

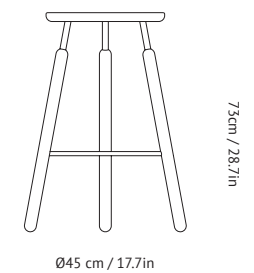
Product category Stool
Materials Powdercoated steel and sandblasted solid oak.
Dimensions (cm/in) H: 46cm/18.1in x D: 45cm/17.7in x W: 50cm/19.7in.
Colours Natural oak with white powdercoated steel (RAL 9016), Black stained oak with black powder-coated steel (RAL 9005).

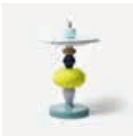


BAR STOOL NA4

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).

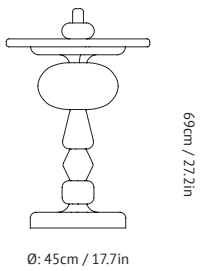




SHUFFLE TABLE ^{MH1}

BY MIA HAMBORG
BLACK EDITION BY PETER HAGEN
2010

Product category Side Table
Materials PU Lacquered MDF, polished marble, PU lacqured 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

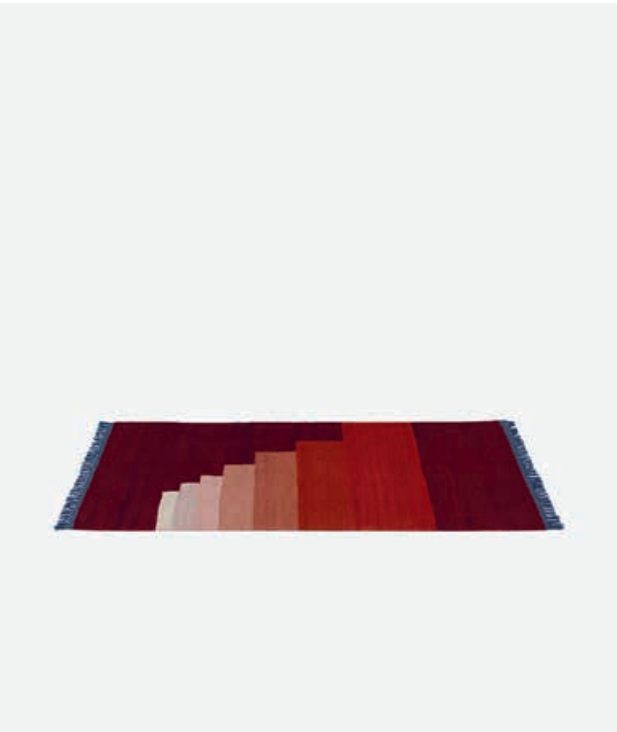
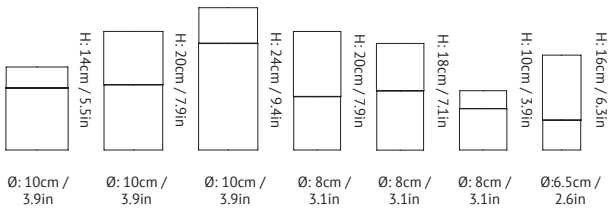


TRUE COLOURS ^{LP1 – LP7}

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.

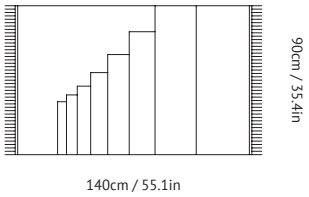
Colours Blue brass, White aluminium, Terracotta brass, Green copper, Brown steel, Black brass.



ANOTHER RUG ^{AP1}

BY ALL THE WAY TO PARIS
2014

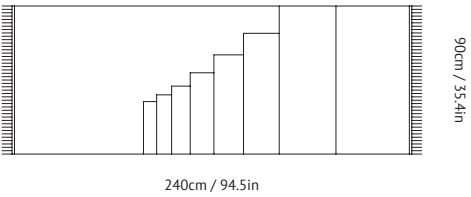
Product category Rug
Materials Handwoven kelim rug made from carefully selected natural materials.
80% pure New Zealand wool, 20% cotton.
Dimensions (cm/in) W: 90cm/35.4in x L: 140cm/55.1in.
Colours Green Jade, Red Volcano, Blue Thunder, Yellow Amber.

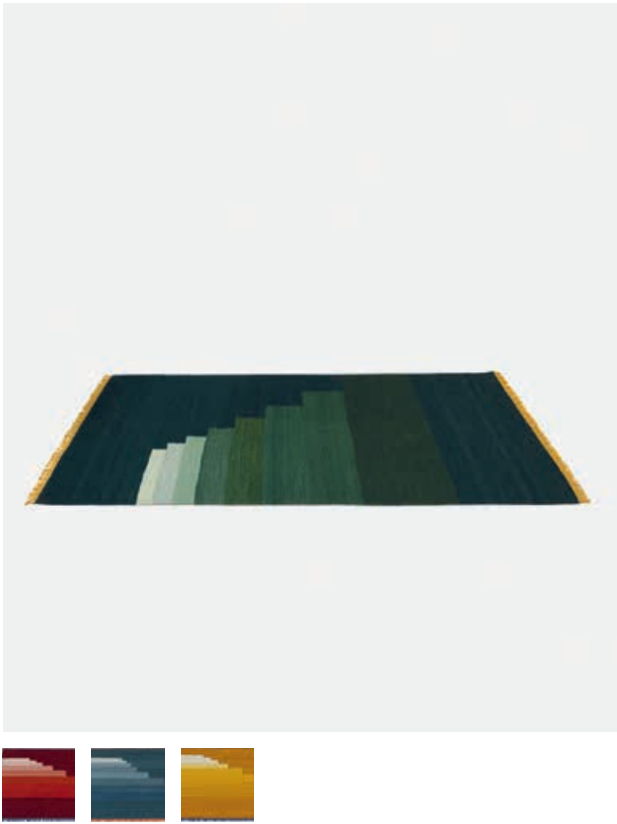


ANOTHER RUG ^{AP2}

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.

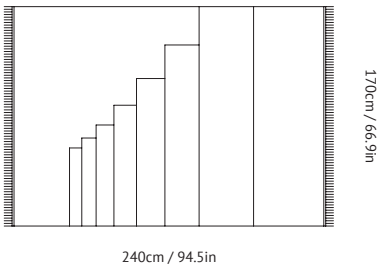




ANOTHER RUG ^{AP3}

BY **ALL THE WAY TO PARIS**
2014

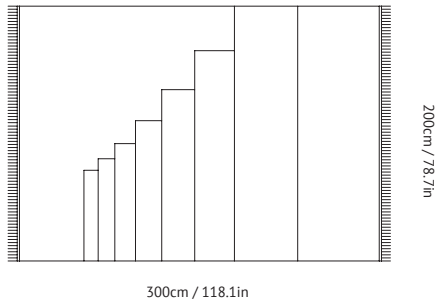
Product category Rug
Materials Handwoven kelim rug made from carefully selected natural materials.
80% pure New Zealand wool, 20% cotton.
Dimensions (cm/in) W: 170cm/66.9in x L: 240cm/94.5in.
Colours Green Jade, Red Volcano, Blue Thunder, Yellow Amber.



ANOTHER RUG ^{AP4}

BY **ALL THE WAY TO PARIS**
2014

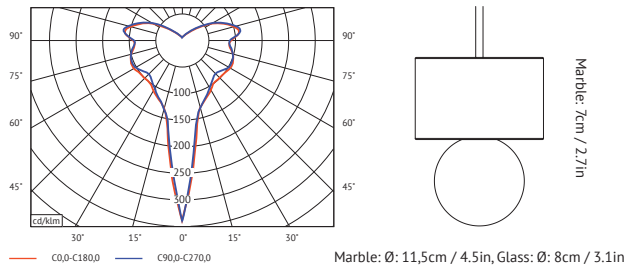
Product category Rug
Materials Handwoven kelim rug made from carefully selected natural materials.
80% pure New Zealand wool, 20% cotton.
Dimensions (cm/in) W: 200cm/78.7in x L: 300cm/118.1in.
Colours Green Jade, Red Volcano, Blue Thunder, Yellow Amber.



MARBLE LIGHT ^{SV1}

BY **STUDIO VIT**
2014

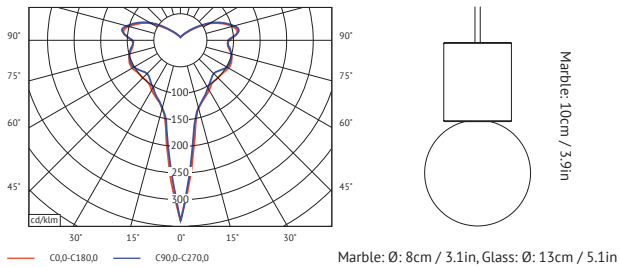
Product category Pendant
Materials White Bianco Carrara marble and clear mouth blown borosilicate glass with 4 meter white fabric cord.
Dimensions (cm/in) Marble: Ø: 11,5cm/4.5in, H: 7cm/2.7in.
Glass: Ø: 8cm/3.1in.
Light source G9 Max 25 Watt. This luminaire is compatible with bulbs of the energy classes: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

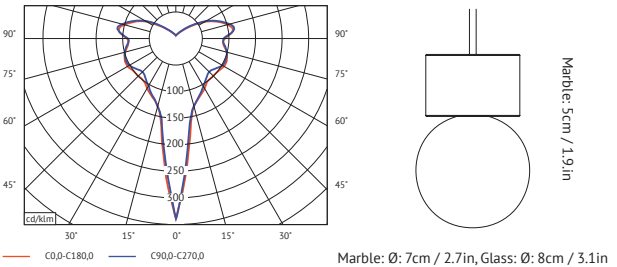




MARBLE LIGHT SV3

BY STUDIO VIT
2014

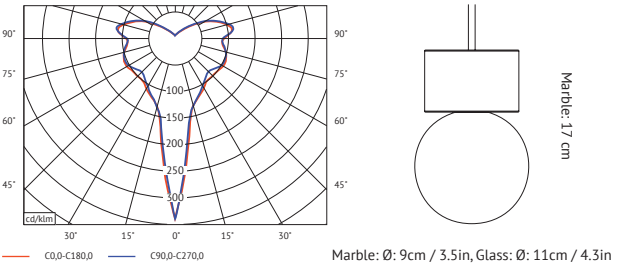
Product category	Pendant
Materials	White Bianco Carrara marble and clear mouth blown borosilicate glass with 4 meter white fabric cord.
Dimensions (cm/in)	Marble: Ø: 7cm/2.7in, H: 5cm/1.9. Glass: Ø: 8cm/3.1in.
Light source	G9 Max 25 Watt. This luminaire is compatible with bulbs of the energy classes: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



MARBLE LIGHT SV4

BY STUDIO VIT
2014

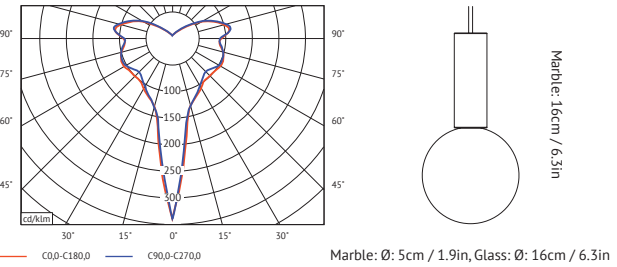
Product category	Pendant
Materials	White Bianco Carrara marble and clear mouth blown borosilicate glass with 4 meter white fabric cord.
Dimensions (cm/in)	Marble: Ø: 9cm/3.5in, H: 6cm/2.3in. Glass: Ø: 11cm/4.3in.
Light source	G9 Max 25 Watt. This luminaire is compatible with bulbs of the energy classes: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



MARBLE LIGHT SV5

BY STUDIO VIT
2014

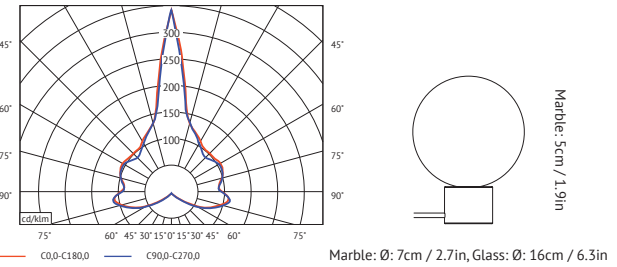
Product category	Pendant
Materials	White Bianco Carrara marble and clear mouth blown borosilicate glass with 4 meter white fabric cord.
Dimensions (cm/in)	Marble: Ø: 5cm/1.9in, H: 16cm/6.3in. Glass: Ø: 16cm/6.3in.
Light source	G9 Max 25 Watt. This luminaire is compatible with bulbs of the energy classes: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

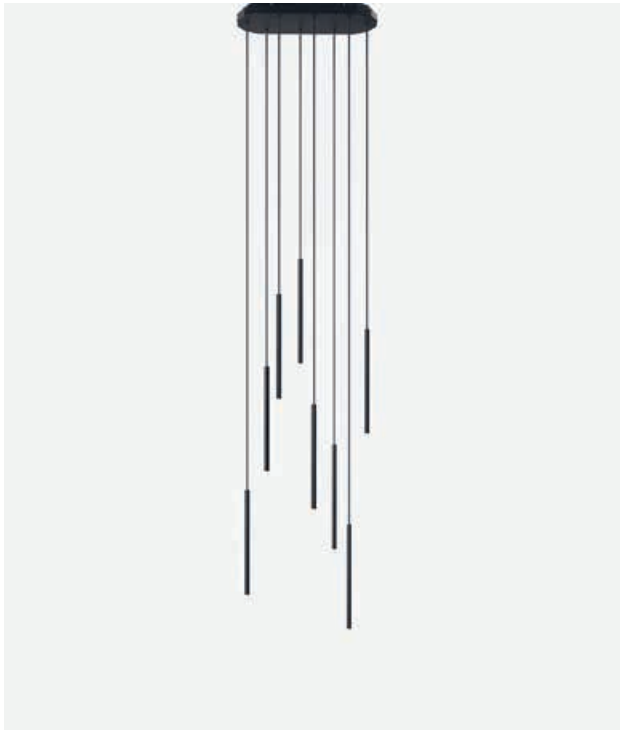


MARBLE LIGHT SV6

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

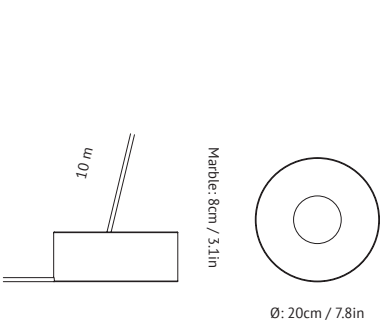
BY STUDIO VIT
2014

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

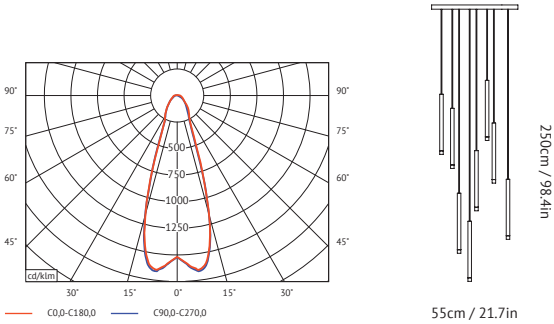
Product category Chandelier

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

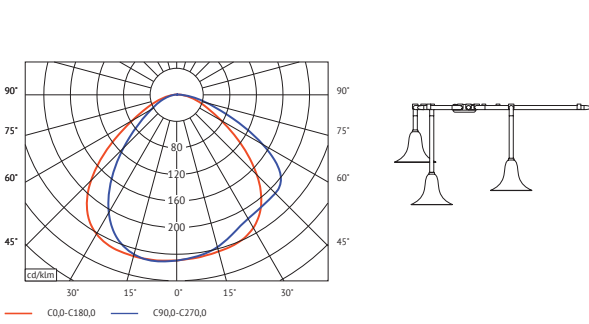
Product category Ceiling light

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

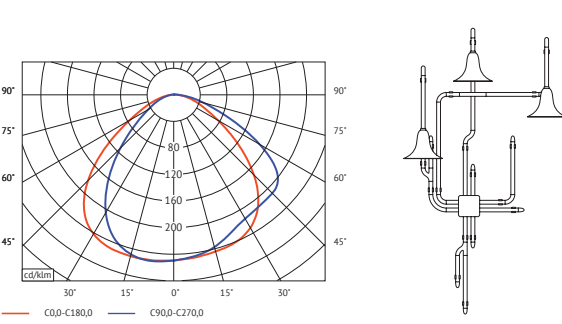
Product category Wall light

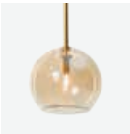
Materials Lacquered copper, aluminium, ABS, 3 meter clear pvc cord with CE plug.

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.

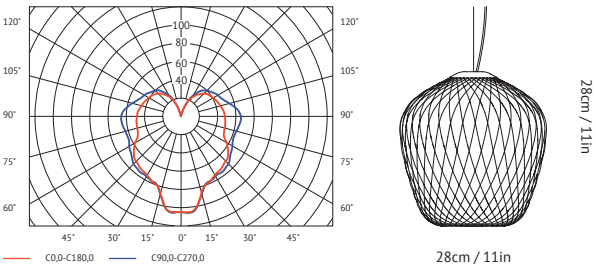




BLOWN SW3

BY SAMUEL WILKINSON
2014

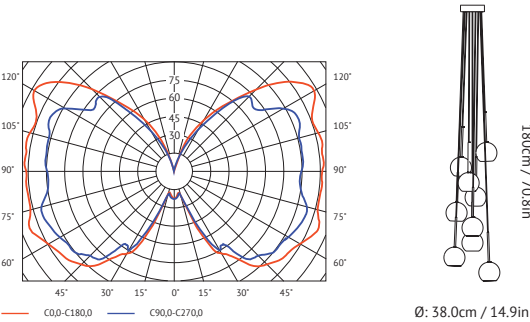
Product category Pendant
Materials Mouth-blown glass, powdercoated metal suspension, coated wire, 4 meter fabric cord.
Dimensions (cm/in) Ø: 28cm/11in, H: 28cm/11in.
Colours Silver lustre glass with black textile cord, Blasted white glass with white textile cord.
Light source E27 Max 100 Watt. The luminaire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



ICE CHANDELIER

BY SOFIE REFER
2006

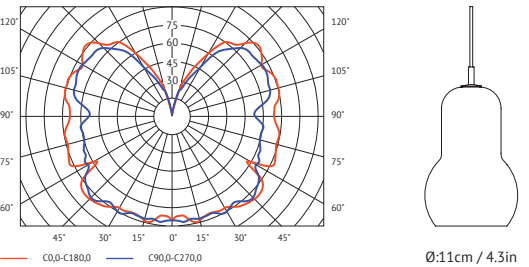
Product category Chandelier
Materials Mouth-blown glass and anodised aluminium with clear PVC cord.
Dimensions (cm/in) Ø: 38.0cm/14.9in L: 180cm/70.8in.
Colours Clear glass with anodized aluminium. Silver lustre glass with black anodized aluminium. Gold lustre glass with gold anodized aluminium.
Light 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

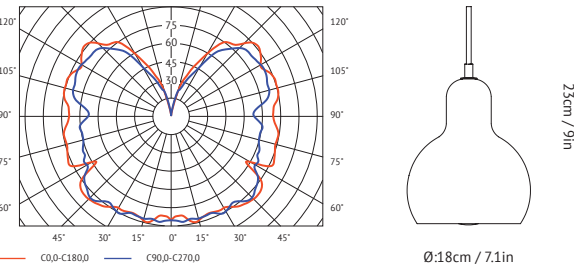
Product category Pendant
Materials Mouth blown glass with 3 meter cord and porcelain lamp holder.
Dimensions (cm/in) H: 16.3cm/6.4in x Ø:11cm/4.3in.
Cord Colours Clear PVC cord, Black fabric cord, Red fabric cord.
Light source E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: 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 lustre glass with black fabric cord, Gold lustre 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.

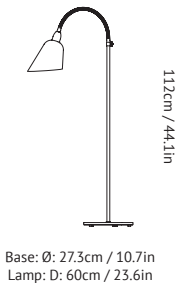
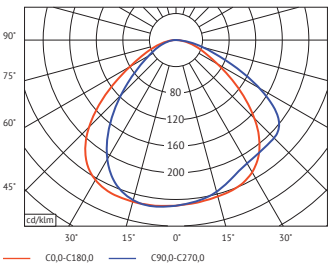




BELLEVUE FLOOR AJ2

BY ARNE JACOBSEN
1929

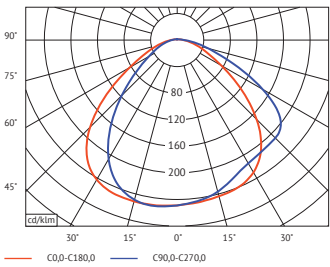
Product category	Floor lamp
Materials	Lacquered aluminium shade with steel tubes and cast iron base, 2 meter fabric cord.
Dimensions (cm/in)	Base: Ø: 27.3cm/10.7in. Lamp: D: 60cm/23.6in x H: 112cm/44.1in.
Colours	White, Matt Black.
Light source	E27 Max 60 Watt. The luminaire is compatible with bulbs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



BELLEVUE TABLE AJ3

BY ARNE JACOBSEN
1929

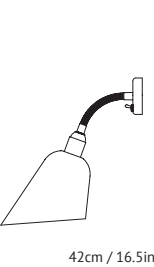
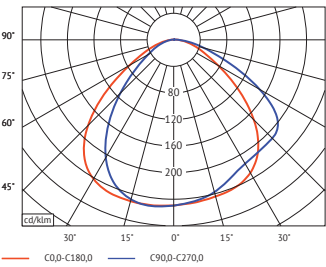
Product category	Table lamp
Materials	Lacquered aluminium shade with steel tubes and cast iron base, 2 meter fabric cord.
Dimensions (cm/in)	Base: Ø: 19.5cm/7.7in. Lamp: D: 58cm/22.8in x H: 51.4cm/20.2in.
Colours	White, Matt Black.
Light source	E27 Max 60 Watt. The luminaire is compatible with bulbs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



BELLEVUE AJ4

BY ARNE JACOBSEN
1929

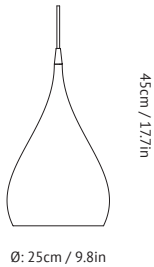
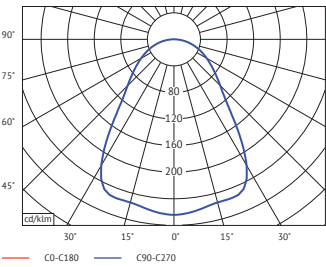
Product category	Wall lamp
Materials	Lacquered aluminium shade with steel tubes and cast iron base, 2 meter fabric cord.
Dimensions (cm/in)	Wall Mount: Ø: 8.5cm/3.3in. Lamp: D: 42cm/16.5in x W: 19.5cm/7.7in x H: 33.7cm/13.3in
Colours:	White, Matt Black.
Light source	E27 Max 60 Watt. The luminaire is 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.

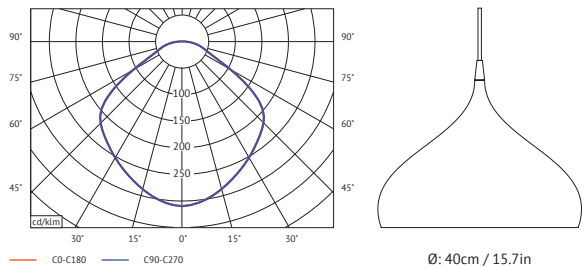




SPINNING LIGHT ^{BH2}

BY **BENJAMIN HUBERT**
2010

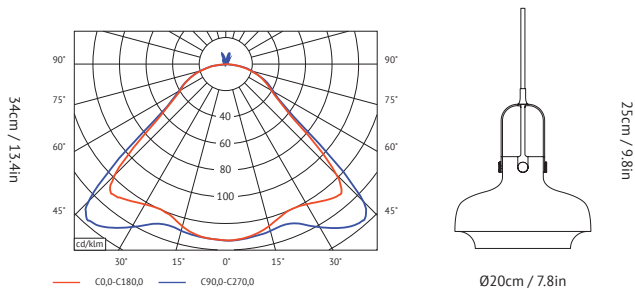
Product category Pendant
Materials Lacquered aluminium with 4 meter PVC cord.
Dimensions (cm/in) Ø: 40cm/15.7in x H: 34cm/13.4in.
Colours White, Black, Dark matt grey.
Light source E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.



COPENHAGEN PENDANT ^{SC6}

BY **SPACE COPENHAGEN**
2014

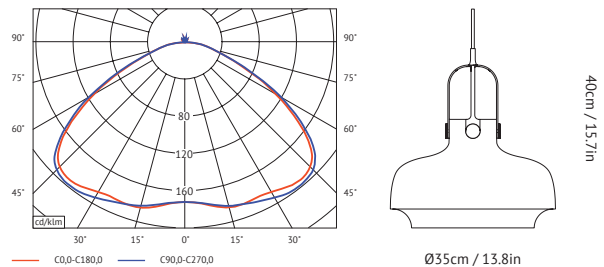
Product category Pendant
Materials Lacquered steel shade with plated steel suspension, 4 meter fabric cord.
Dimensions (cm/in) Ø20cm/7.8in, H: 25cm/9.8in.
Colours Matt blush, Matt moss, Matt slate, Matt black, Matt white.
Light source G9 Max 40 Watt. The luminaire is compatible with bulbs of the energy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



COPENHAGEN PENDANT ^{SC7}

BY **SPACE COPENHAGEN**
2014

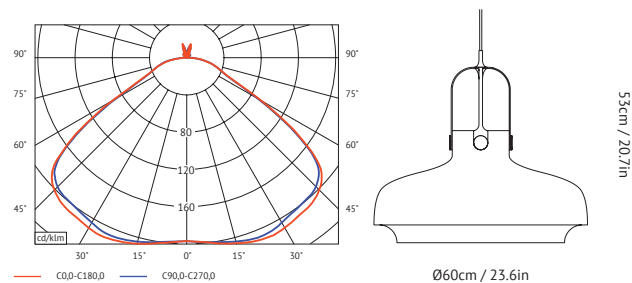
Product category Pendant
Materials Lacquered metal shade with plated metal suspension, 4 meter fabric cord.
Dimensions (cm/in) Ø35cm/13.8in, H: 40cm/15.7in.
Colours Matt black, Matt white .
Light source E27 Max 100 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not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

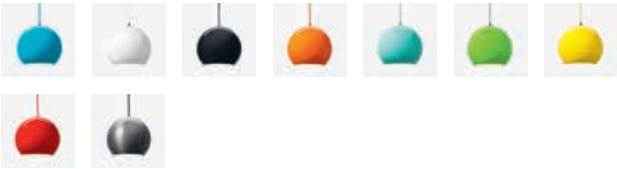
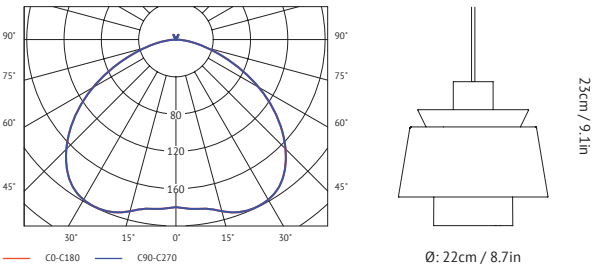




UTZON LAMP JU1

BY JØRN UTZON
1947

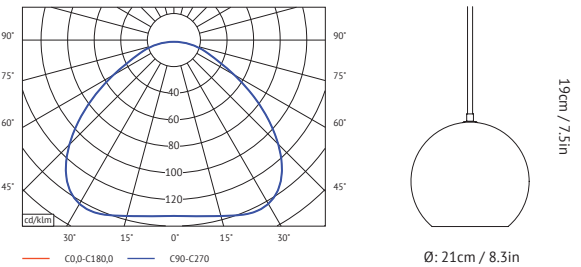
Product category	Pendant
Materials	Chromed or lacquered metal, 3 meter fabric cord
Dimensions (cm/in)	Ø: 22cm/8.7in x H: 23cm/9.1in.
Colours	White lacquered steel with white fabric cord, Chromed steel with white fabric cord, Lacquered copper with black fabric cord.
Light source	E27 Max 60 Watt. The luminaire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



TOPAN VP6

BY VERNER PANTON
1959

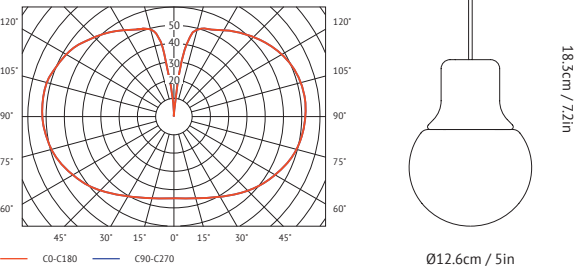
Product category	Pendant
Materials	Lacquered aluminium with 3 meter fabric cord.
Dimensions (cm/in)	Ø: 21cm/8.3in x H: 19cm/7.5in.
Colours	Yellow, White, Orange, Red, Mint, Green, Turquoise, Black, Matt/brushed aluminium, Black/gold.
Light source	E27 Max 40 Watt, The luminaire is compatible with bulbs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



MASS LIGHT NA5

BY NORM.ARCHITECTS
2012

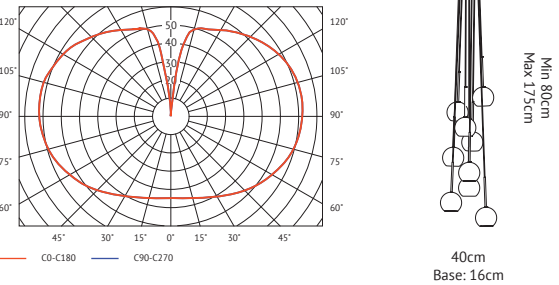
Product category	Pendant
Materials	Marble, brass or copper, white acid-etched opal glass, 4 meter black fabric cord. Mass Light can be bought as a chandelier with a canopy for 9 pendants.
Dimensions (cm/in)	Ø: Ø12.6cm/5in x H18.3cm/7.2in.
Light Source	G9 Max 40 Watt. The luminaire is compatible with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

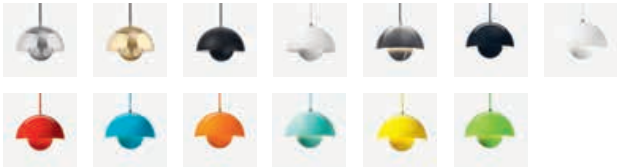


MASS LIGHT NA6

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.

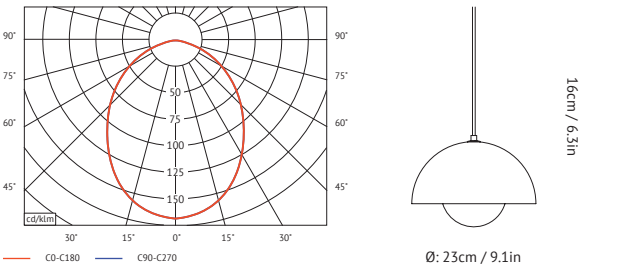




FLOWERPOT ^{VP1}

BY **VERNER PANTON**
1968

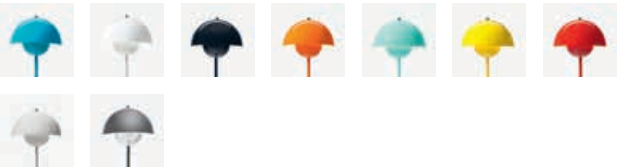
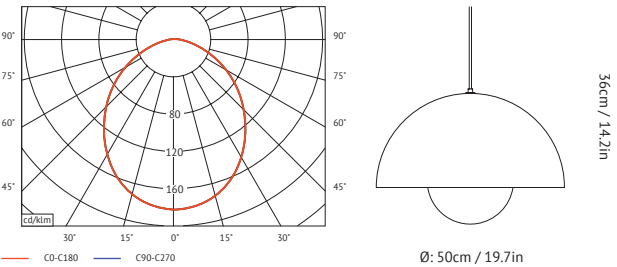
Product category Pendant
Materials Lacquered metal with 3 meter fabric cord.
Dimensions (cm/in) Ø: 23cm/9.1in x H: 16cm/6.3in.
Colours Yellow, White, Orange, Red, Mint, Green, Turquoise, Black, Matt light grey, Matt white, Matt black, Lacquered copper, Lacquered brass, Polished stainless steel, Brushed 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

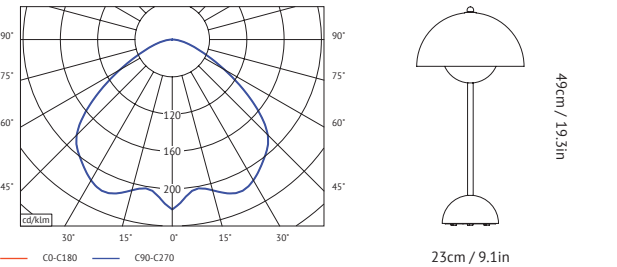
Product category Pendant
Materials Lacquered metal with 3 meter fabric cord.
Dimensions (cm/in) Ø: 50cm/19.7in, H: 36cm/14.2in.
Colours Yellow, White, Red, Black.
Light source E27 Max 60 Watt. The luminaire is compatible with bulbs of the energy classes: A++ - E. Bulb is not included.



FLOWERPOT ^{VP3}

BY **VERNER PANTON**
1969

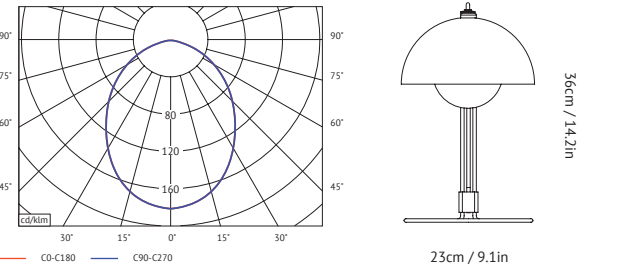
Product category Table lamp
Materials Lacquered steel with 2 meter clear PVC.
Cord Dimensions Ø: 23cm/9.1in x H: 49cm/19.3in.
Colours Brushed stainless steel, Yellow, White, Orange, Red, Mint, Turquoise, Light matt grey, Black.
Light source E27 Max 40 Watt. The luminaire is compatible with bulbs of the 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

Materials

Dimensions (cm/in)

Colours

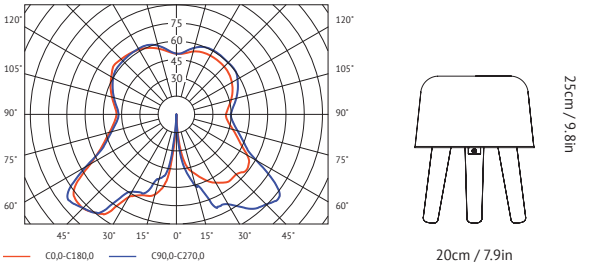
Light source
- Table lamp

Mouth blown opal glass, solid ash legs, 2 meter fabric cord with dimmer.

Ø: 20cm/7.9in x H: 25cm/9.8in.

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.

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

Materials

Dimensions (cm/in)

Cord Colours

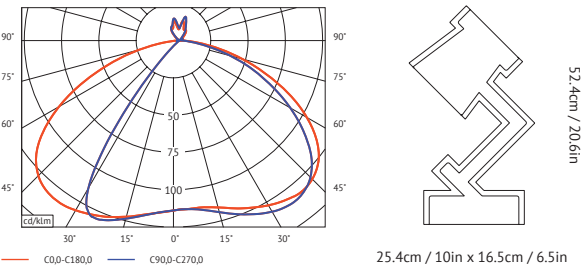
Light Source:
- Table lamp

Paper pulp, 2 meter bordeaux fabric cord.

H: 52.4cm/20.6in x L: 25.4cm/10in x
W: 16.5cm/6.5in.

Natural paper bordeaux fabric color.

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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