



# PRESS RELEASE New Norm Dinnerware, line extension by Norm Architects

## New Norm Dinnerware, line extension

BY NORM ARCHITECTS

Introducing our popular tableware in an intriguing new finish. In 2010, MENU and Norm Architects joined forces with the Copenhagen restaurant Höst to create a dinnerware line with Scandinavian sensibilities. The result was the New Norm Dinnerware Collection, an ever-evolving series with a true Nordic feel. Now updated with a dark finish, the hand-glazed ceramic plates, bowls and cups in a range of sizes work beautifully together or alone. Isostatically pressed to produce restaurant level durability, they are suited to both everyday use as well as more formal dining.

#### **About The Designer**

Founded in Copenhagen in 2008 by Jonas Bjerre-Poulsen and Kasper Rønn, Norm Architects specialise in residential architecture, commercial interiors, industrial design, photography and art direction. The name, Norm Architects, reflects the group's emphasis on the importance of drawing inspiration from norms and traditions within architecture and design – particularly the Scandinavian design principles of timeless aesthetics and natural materials, and the modernist values of restraint and refinement. Guided by these principles, Norm Architects produce a design that unites materials and craftsmanship, while embodying beauty, history and, most importantly, timeless simplicity, where there is nothing more to add or take away.



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### PRODUCT TYPE

Bowls, Plate, cups

ENVIRONMENT

DIMENSIONS

WOODEN PLATE H: 0,6 cm / 0,2" Ø: 11,4 cm / 4,5"

#### PLATE

H: 4,3 CM / 1,7" Ø: 20,7 CM / 8,1"

#### CUP W/HANDLE

H: 6,5 cm / 2,6" Ø: 10 cm / 3,92" Vol: 250 ml / 8.5 oz

#### CUP

H: 8,2 cm / 3,2" Ø: 9 cm / 3,5" Vol: 260 ml / 8,8 oz

#### ESPRESSO CUP

H: 5,8 cm / 2,3" Ø: 6,4 cm / 2,5" Vol: 85 ml / 2,9 oz

#### BOWL

H: 6 cm / 2,4" Ø: 12 cm / 4,7"

#### FRUIT BOWL

H: 13 cm / 15,1" Ø: 24,8 cm / 9,8"

#### COLOURS

Dark glazed Red glazed

#### MATERIALS

CUPS AND PLATES
Glazed cramic

WOODEN PLATE Solid wood





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## A Sense of Community

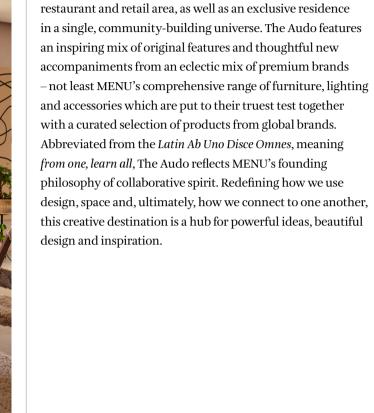
MENU has always been fascinated by the way in which individuals and spaces can be united through great design. In our pursuit to craft furniture, lighting and interior accessories shaped by purposeful details, high-quality materials and human needs, we create strong and lasting relations between designers, manufacturers and customers. The sense of community that results from this union of like-minded individuals fosters a deeper sense of belonging – and products that stand the test of time, inviting human connection, inspiration and experimentation to push the boundaries of modern design. We truly believe that when we work collectively, we achieve more than we do individually: the sum of our work and of our connections is always greater than its parts, and our softly minimal designs and collaborative spirit help to join the dots between the home, the workplace and the service industry, redefining how we use space and, ultimately, how we connect to those around us.





## **MENU at The Audo**





MENU's showroom is located at The Audo, a unique concept

that masterfully unites co-working and event facilities, a café,



www.theaudo.com

www.menuspace.com

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