



PRESS RELEASE

New Norm Dinnerware, line extension
by Norm Architects

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BY NORM ARCHITECTS

Introducing our popular tableware in an intriguing new finish. In 2010, MENU and Norm Architects joined forces with the Copenhagen restaurant Høst 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
Indoor

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 / 5,1"
Ø: 24,8 cm / 9,8"

COLOURS
Dark glazed
Red glazed

MATERIALS

CUPS AND PLATES
Glazed ceramic

WOODEN PLATE
Solid wood



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, restaurant and retail area, as well as an exclusive residence in a single, community-building universe. The Audo features an inspiring mix of original features and thoughtful new accompaniments from an eclectic mix of premium brands – not least MENU's comprehensive range of furniture, lighting and accessories which are put to their truest test together with a curated selection of products from global brands. Abbreviated from the *Latin Ab Uno Disce Omnes*, meaning *from one, learn all*, The Audo reflects MENU's founding philosophy of collaborative spirit. Redefining how we use design, space and, ultimately, how we connect to one another, this creative destination is a hub for powerful ideas, beautiful design and inspiration.