



MENU
SS 2014

#menuworld

The secrets are out

Finally SS2014 is here! We always look forward to fairs and conferences, but this year is something truly unique. Never before have we entered a new season with so many new designs. Brand new designs from new designers and a collection that reaches all the way from small and neat decoration pieces, to honourable first time productions and furniture.

We're revealing an interior design collection where every room gets its share. A creative and imaginative design universe we refer to as Soft Minimalism, where geometrical purity, uncomplicated naturalness and a sense of cool and calm are the key players. We bridge the masculine and the feminine with an obsessive attention to detail and introduce functional furniture and objects that not only meet people's everyday needs – but also create joy.

Since last year Jonas Bjerre-Poulsen and Kasper Rønn at Norm Architects have been in charge of our design management and thanks to their eye for quality and clever details, we have had the pleasure of collaborating with some of the best designers out there. From established and well-known designers such as Gamfratesi (Denmark-Italy), Cecilie Manz (Denmark) and Andres Engesvik (Norway) to new international talent. All designers who have that special kind of curiosity, integrity and design philosophy that constantly inspire us. And hopefully you too.

In MENU SS2014 you'll find a table by Kenyon Yeh (Taiwan), a chair by Afteroom (Sweden-Taiwan), a shelf and clothing-rack system by Jan & Henry (Czech Republic) and a multi-functional mirror by Kaschkasch (Germany). All of which have clean lines, clever solutions and functional details. We also present smaller objects by Hanne Willmann (Germany) and Gridy (Norway) focussing on timeless aesthetics, craftsmanship and practicality.

On top of that, we have the pleasure, and big honour, of producing 'GM pendel' by Grethe Meyer for the very first time. A timeless and beautiful design from 1984 by one of Denmark's most prominent architects.

We can't wait!

**WE AIM FOR
GEOMETRICAL PURITY,
A SIMPLE
NATURALNESS AND
A SUBTILE
AUTHENTICITY FOR
A SENSE OF CALM AND
REPOSE.** We call it soft
minimalism.



Cecilie Manz



Afteroom



Kenyon Yeh



Gamfratesi



Kaschkasch



Playtype / Jens Kajus



Gry Fager



Norm



Jan & Henry



Hanne Willmann



Anita Johansen



Grethe Meyer
©Photo: Archivio Alfa Castaldi, www.alfacastaldi.com



Tobias Tøstesen



Andreas Engesvik



Gridy

NEWS SS 2014. The best of all the great.



Yeh Wall Table. **Design by Kenyon Yeh**

The Yeh Wall Table is the perfect place to rest books, magazines, flowerpots, table lamps, small objects, or even your afternoon coffee. Use it in the hallway, as your new bed table, besides the sofa, or as a clever graphical element in your living room.



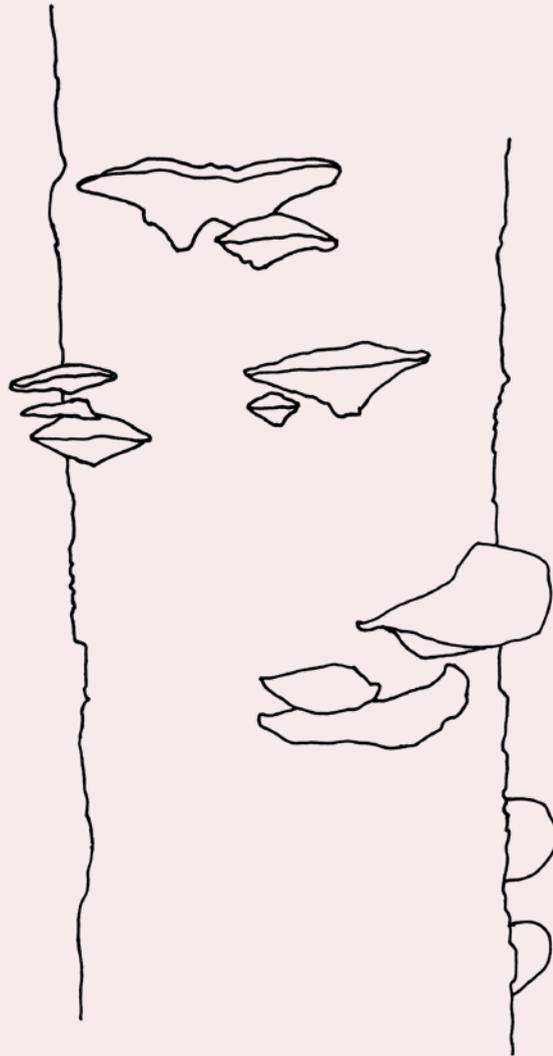




Fungi Gridy Shelves. **Design by Gridy**

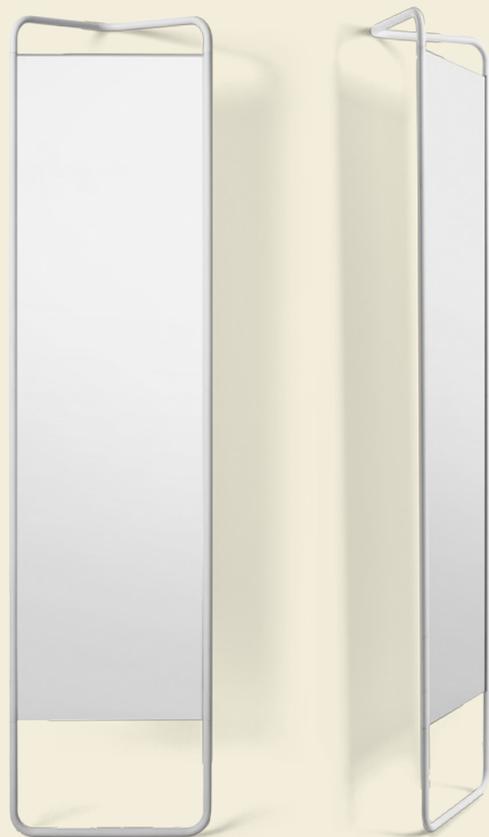


Use Fungi Shelves besides the bed, as a decorative element in the living room, to display colourful spices in the kitchen or maybe as the extra shelf holding the back up light in the kids' room. Choose between 3 different sizes – and bring the outdoors in.



The two Norwegian designers at Gridy strive to create simple and functional design with a strong personality. Objects that somehow interact with the user because the users recognize funny symbols, shapes or references.





With a strong graphic expression and many functional details, the Kaschkasch Floor Mirror is a clever solution for today's domestic urban environment with limited space. For starters, it's a full-body mirror and its triangle-shape is ideal for corners.

Kaschkasch Floor Mirror. **Design by Kaschkasch**





Afterroom Caddy. Design by Afterroom

The Afterroom Caddy takes care of your stuff in kitchen, bathroom or office. The simple, logical shape is a fine contrast to the rough surface and the dark and slightly raw colours.





We proudly introduce: Grethe Meyer Lamp

Grethe Meyer is one of Denmark's most distinguished representatives of Danish industrial design. She was a designer and an architect and won numerous awards for her work. She lived from 1918-2008, and was in many ways a pioneer woman, working in a highly male dominated field in times where some still thought of women as mediocre.

GM Pendant. **Design by Grethe Meyer**



In 1960 she founded her own architectural firm paying special attention to everyday products for table and kitchen. Surely something so many people use so much day after day must deserve some extra care?

Her work process was open and creative, and because she did not always have a clear idea of what the finished product would be, she was free to look at all the details – shapes, materials and colours – over and over and over again.



Her fine sense of the simple and sleek idiom has made many of her designs into classics, and thanks to her ability to also design in a timeless manner – we now have the pleasure, and honour, of putting the GM Pendant into production for the first time.

GM Pendant is available in two different sizes for different uses. Hang one large lamp over the dining table, 2 small ones in the kitchen or several lamps together as a graphic installation.



“We wanted to steer far away from the predictable grinders and instead encourage people to experiment with spices, grains, seeds and all the other modern cuisine ingredients. The new powerful ceramic grinder allows you to be more creative”, says designer Jonas Bjerre-Poulsen from Norm.



Bottle Grinders. **Design by Norm**



Afterroom Chair. **Design by Afteroom**

Chen-Yen Wei: "Afterroom Chair is based on the concept of reducing the amount of materials to the minimum and by doing so pushing the aesthetic appearance to the maximum. It's a designer's job to develop functional objects without compromising the aesthetics and it's important never to look back, unless it's for the purpose of finding very good references, of course."

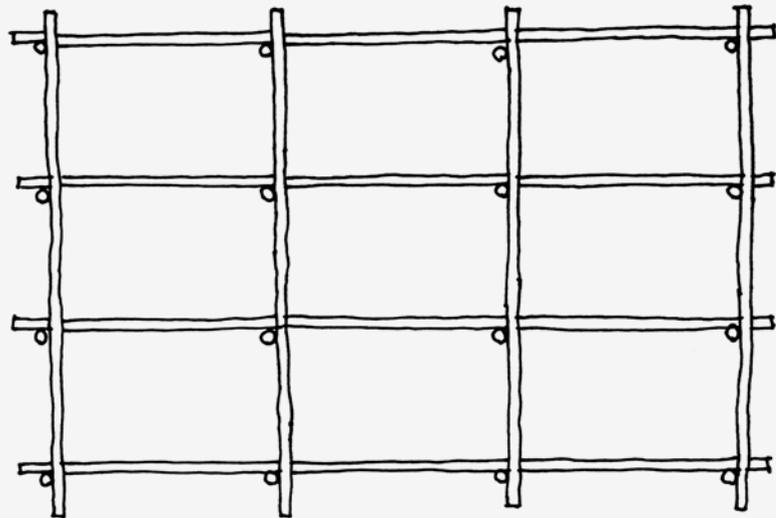


Afteroom Side Table. **Design by Afteroom**

The table is created by the Taiwanese duo: Hung-Ming Chen and Chen-Yen Wei, also known as Afteroom. Operating from their Stockholm-based design studio their inspiration derives from an intriguing interest of forms, senses, proportions, materials and cultures. And with a clear and non-compromising aesthetic vision, they take the meaning of simplistic design to a whole new level.



WE BRIDGE THE MASCULINE AND THE FEMININE WITH AN OBSESSIVE ATTENTION TO DETAIL. AND WE AIM AT CREATING FUNCTIONAL OBJECTS THAT NOT ONLY MEET THE NEED, BUT ALSO PROVIDE JOY. We call it soft minimalism.

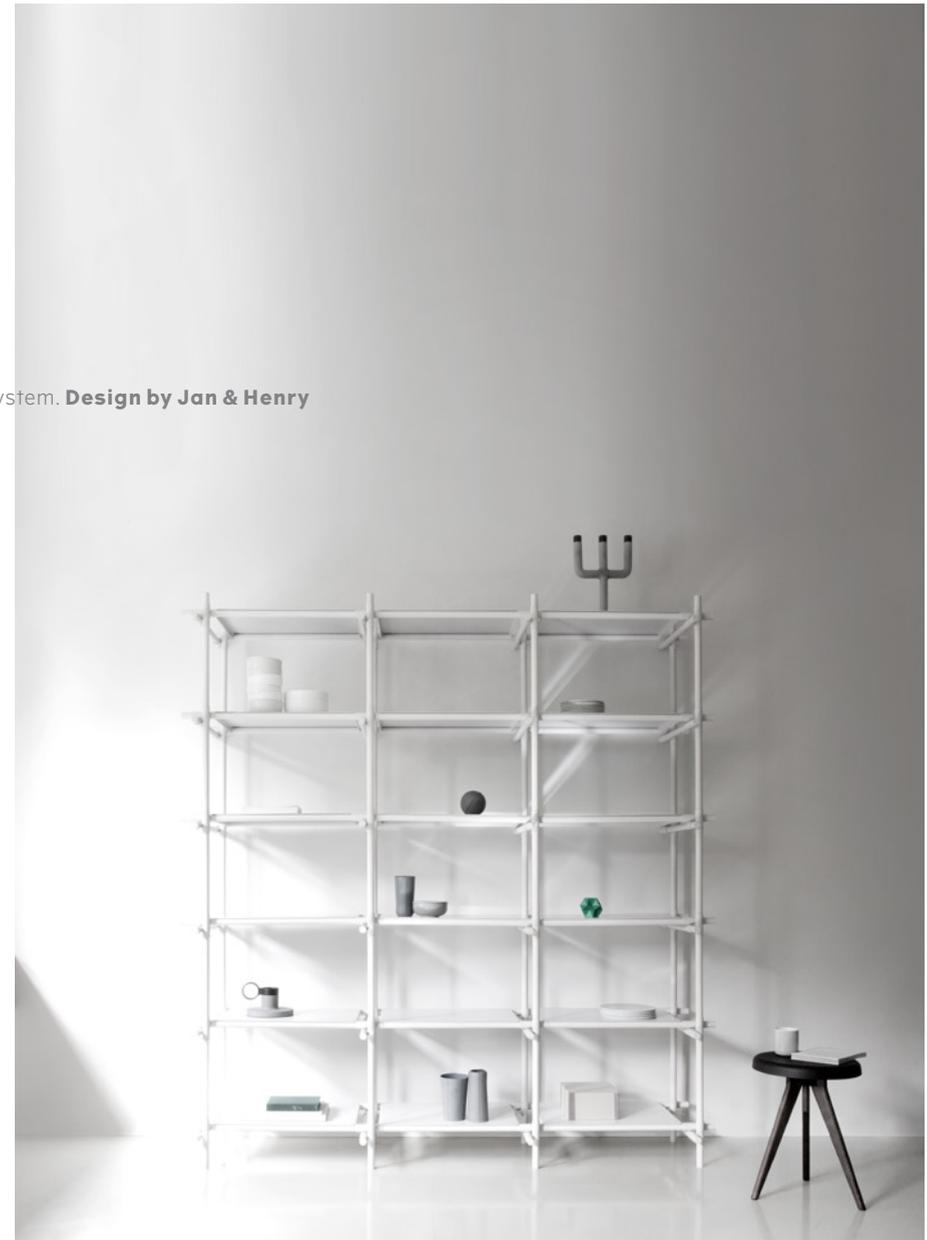


“We wanted to create a clever and aesthetically beautiful design solution for a modern generation: Stick System can be extended and adapted to fit different spaces. It enables multiple options, which makes it a pragmatic interior solution to today’s increasing needs”, comments Jan Plecháč.





Stick System. **Design by Jan & Henry**



Stick system is presented in various colour combinations and wooden hues, and with maximum attention to details, the combined wood and steel structure perfectly harmonises with the chosen colour palate for a clean, soft and light appearance.



Marble Wall Clock. **Design by Norm**

Clean lines stripped from all unnecessary details. The reminiscent design of the Marble Wall Clock allows you to read the hour and minutes of time in a timeless fashion.





Marble Wall Clock comes in the finest of marble: Green (Verde Guatemala marble) or Mat white (Carrara marble). The use of high-quality marble allows for a maximum appreciation of its mosaic and complex structure. Both variants have hour and minute hands in lacquered brass.





Wire Bin. Design by Norm

Like wires on a bin.



**WE STRIVE FOR
TIMELESSNESS IN OUR
WORK. PRODUCTS SHOULD
BE AESTHETICALLY DURABLE
IN THE SENSE THAT YOU
CAN KEEP ON LOOKING AT
THEM AND CONTINUE TO
FIND THEM INTERESTING.**

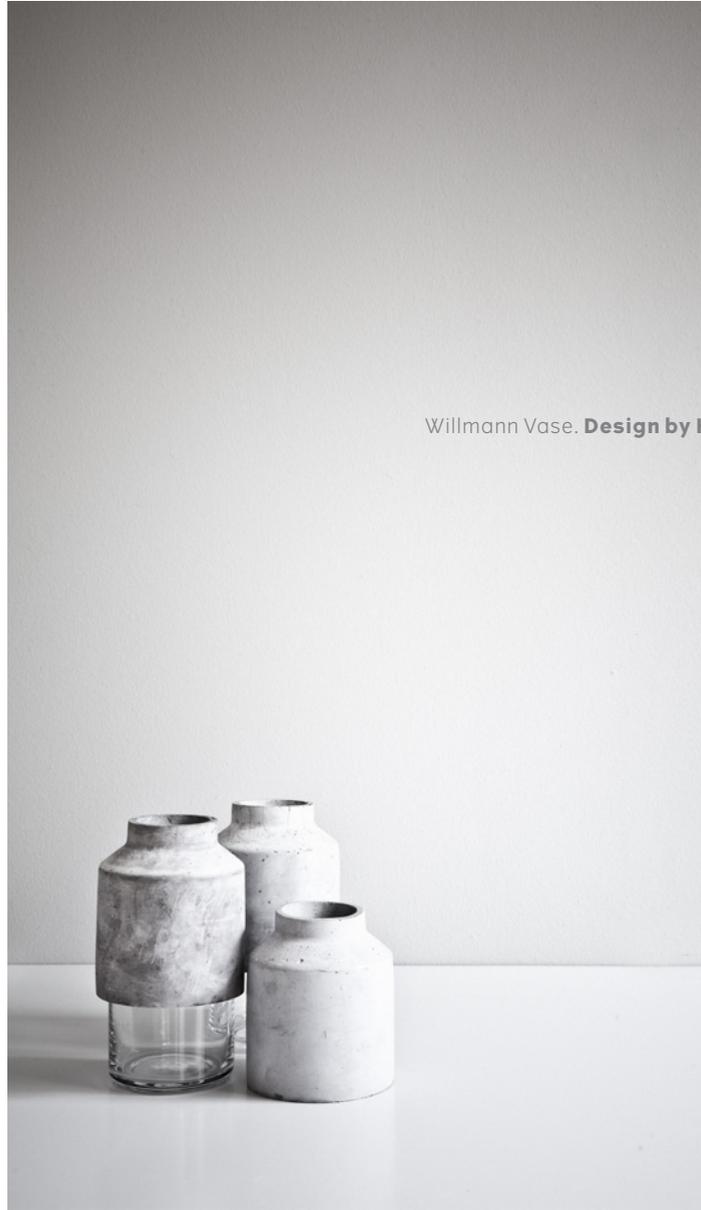
We call it soft minimalism.

Gamfratesi Vase. **Design by Gamfratesi**



It's all in the mix. A Danish and an Italian designer, expressing the raw and the delicate using both matt and polished finish to make something familiar, seem brand new. We love it.





Willmann Vase. **Design by Hanne Willmann**

Meet the Willmann Vase. Aka little miss look-who's-here! Forget all about doing things 'as usual', she expects new thoughts, energy and courage!



Vase Vase. **Design by Norm**



Danish design team Norm never accept a shape as fixed or finished. Just because a vase normally looks in one way, it shouldn't be a reason to not re-design it.



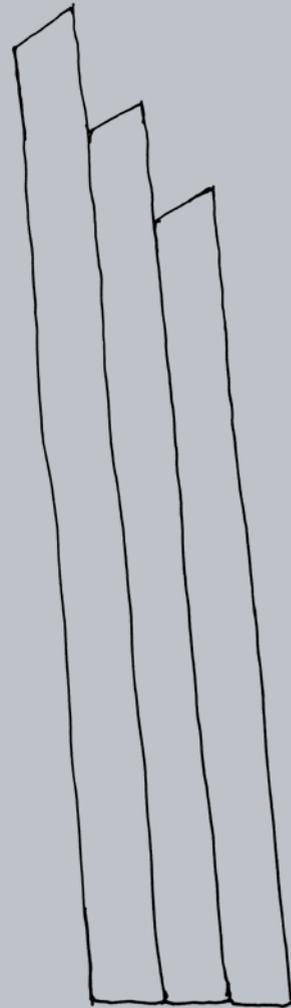
Chunk of Concrete. **Design by Andreas Engesvik**



Perfect for dinner tables, windowsills and moments when you just want to spoil yourself rotten.

**WE WANT TO ARRIVE AT THE
MAXIMUM OF EXPRESSIVITY
WITH THE MINIMUM OF
EXPRESSION. BY BALANCING
THE VISUAL, THE TACTILE
AND THE SENSUAL WE
CREATE AN UNUSUAL BUT
HARMONIOUS EXPERIENCE.**

We call it soft minimalism.



Tilt Cutting Board. **Design by Tobias Tøstesen**

Tobias Tøstesen is the name of the designer who just made your kitchen-life a little less noisy. Tilt Cutting Board is designed with a special angle on its sides in order to lean it stably against your kitchen wall.



Fire Hurricane has a special lustre glass that beautifully reflects the surroundings when the candle is not lit - and as soon as the candle is lit, the reflections dissolve and light breaks through the lustre. This makes the Hurricane a decorative element both when used, and not.

Designed to lean against the wall - or to go, stand or hang wherever you find it best.



Daybed. **Design by Anita Johansen**



Anita Johansen graduated from the Danish Design School in 2012, specializing in furniture design and production. Her 'Daybed' is made from classic Nordic materials and consists of 2 parts: a simple Ash frame and a thin, soft, upholstered part. So, if it's true that 'you make the bed you lie in' ... then why not make it a pretty one.



Stitches. **Design by Gry Fager**

For the love of patient grandmothers.



This is the first collaboration between Menu and Playtype. We're really excited to see where this adventure will take us all and we're eager to get started! – But in a very relaxed way of course.

Relax Wall Clock. **Design by Playtype**





Just when you thought beer couldn't get any better ...

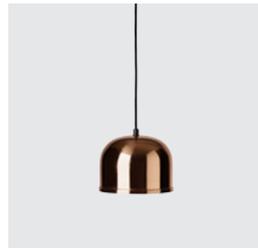
Pour a ¼" – ½" of beer into the clear container. Pour the rest of your beer into your glass - gently and carefully in order to keep all those wonderful bubbles in the beer. Put the foamer top in place on the container and press the button. Run the whisk for 30-40 sec and watch the foam rise in the glass beneath the copper top. Take the top off and gently pour the foam on top of your beer. Enjoy!



Item No. 1510139
GM 15 Pendant
Light Grey
Grethe Meyer



Item No. 1510169
GM 15 Pendant
Basalt Grey
Grethe Meyer



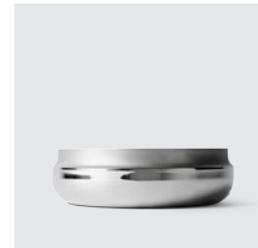
Item No. 1510239
GM 15 Pendant
Copper
Grethe Meyer



Item No. 1510469
GM 15 Pendant
Moss Green
Grethe Meyer



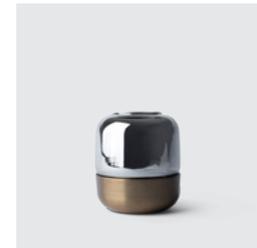
Item No. 4730059
Gam Fratesi Vase, Wide
Stainless Steel
Gam Fratesi



Item No. 4730089
Gam Fratesi Vase, Bowl
Stainless Steel
Gam Fratesi



Item No. 4736039
Willmann Vase
Hanne Willmann



Item No. 474226
Fire Hurricane
Antique Copper
Norm



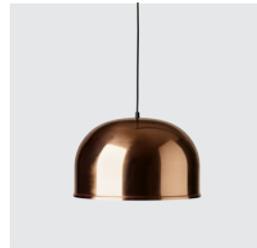
Item No. 1510639
GM 15 Pendant
White
Grethe Meyer



Item No. 1550139
GM 30 Pendant
Light Grey
Grethe Meyer



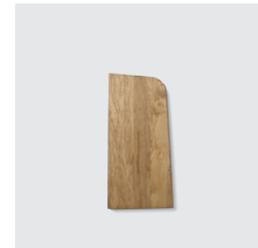
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GM 30 Pendant
Basalt Grey
Grethe Meyer



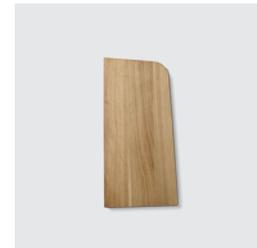
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GM 30 Pendant
Copper
Grethe Meyer



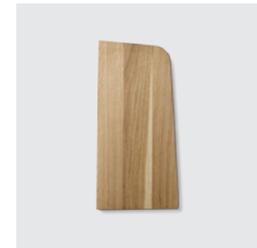
Item No. 4746239
Vase Vase
Norm



Item No. 4788019
Tilt Cutting Board, S
Oak
Tobias Tøstesen



Item No. 4788039
Tilt Cutting Board, M
Oak
Tobias Tøstesen



Item No. 4788059
Tilt Cutting Board, L
Oak
Tobias Tøstesen



Item No. 1550469
GM 30 Pendant
Moss Green
Grethe Meyer



Item No. 1550639
GM 30 Pendant
White
Grethe Meyer



Item No. 4418799
Bottle Grinder, S, 2-pack
Nudes
Norm



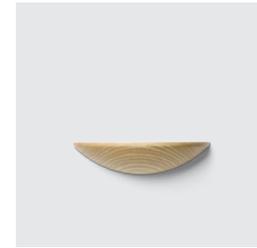
Item No. 4526030
Afternoon Caddy, Medium
Sand
Afterroom



Item No. 5612039
CHUNK of Concrete, M
w/Copper
Andreas Engesvik



Item No. 5612059
CHUNK of Concrete, L
w/Copper
Andreas Engesvik



Item No. 6600039
Gridy Fungi Shelf, Small
Light Ash
Gridy



Item No. 6600539
Gridy Fungi Shelf, Small
Black
Gridy



Item No. 4526190
Afternoon Caddy, Medium
Stone
Afterroom



Item No. 4526270
Afternoon Caddy, Medium
Clay
Afterroom



Item No. 4690239
Beer Foamer
Norm



Item No. 4730039
Gam Fratesi Vase, Tall
Stainless Steel
Gam Fratesi



Item No. 6600939
Gridy Fungi Shelf, Small
Dark Ash
Gridy



Item No. 6700039
Gridy Fungi Shelf, Medium,
Light Ash
Gridy



Item No. 6700539
Gridy Fungi Shelf, Medium,
Black
Gridy



Item No. 6700939
Gridy Fungi Shelf, Medium,
Dark Ash
Gridy



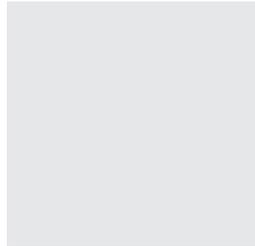
Item No. 6800039
Gridy Fungi Shelf, Large
Light Ash
Gridy



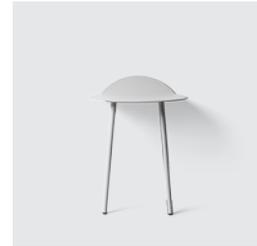
Item No. 6800539
Gridy Fungi Shelf, Large
Black
Gridy



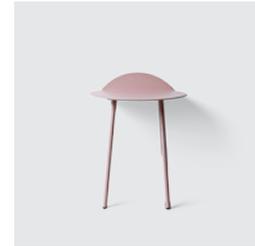
Item No. 6800939
Gridy Fungi Shelf, Large
Dark Ash
Gridy



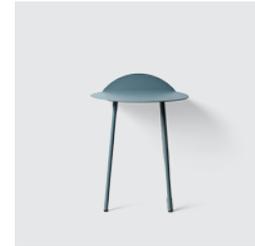
Item No. 7800589
Norm Floor Mirror, Black
Norm



Item No. 8600139
Yeh Wall Table, Low
Light Grey
Kenyon Yeh



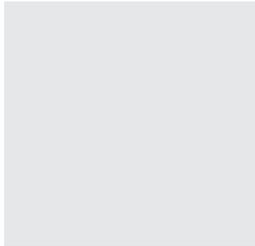
Item No. 8600369
Yeh Wall Table, Low
Nude
Kenyon Yeh



Item No. 8600469
Yeh Wall Table, Low
Moss Green
Kenyon Yeh



Item No. 8600639
Yeh Wall Table, Low
White
Kenyon Yeh



Item No. 7800689
Norm Floor Mirror, White
Norm



Item No. 8000469
Kaschkasch Floor Mirror
Moss Green
Kaschkasch



Item No. 8000539
Kaschkasch Floor Mirror
Black
Kaschkasch



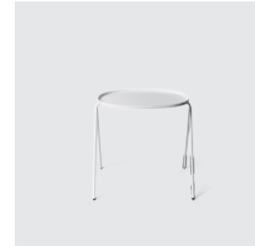
Item No. 8000639
Kaschkasch Floor Mirror
White
Kaschkasch



Item No. 8700639
Yeh Wall Table, Tall
White
Kenyon Yeh



Item No. 8800539
Afterroom Side Table
Black
Afterroom



Item No. 8800639
Afterroom Side Table
White
Afterroom



Item No. 9000039
Wire Bin
Chrome
Norm



Item No. 8200429
Marble Wall Clock
Green
Norm



Item No. 8200639
Marble Wall Clock
White
Norm



Item No. 8300139
Relax Wall Clock
Grey
Playtype



Item No. 8300369
Relax Wall Clock
Moss Green
Playtype



Item No. 9000239
Wire Bin
Copper
Norm



Item No. 9000369
Wire Bin
Nude
Norm



Item No. 9000469
Wire Bin
Moss Green
Norm



Item No. 9000489
Wire Bin
Emerald Green
Norm



Item No. 8300539
Relax Wall Clock
Black
Playtype



Item No. 8300639
Relax Wall Clock
White
Playtype



Item No. 8400530
Afterroom Chair
Black
Afterroom



Item No. 8400630
Afterroom Chair
White
Afterroom



Item No. 9000539
Wire Bin
Black
Norm



Item No. 9000639
Wire Bin
White
Norm



Item No. 9000829
Wire Bin
Brass
Norm

Layout/Words
Menu Story Telling Factory

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Jonas Bjerre-Poulsen
Jakob Kirk
Mikkel Rahr Mortensen

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Jonas Bjerre-Poulsen
Pernille Vest