MENU



PRESS RELEASE

Hashira Collection

by Norm Architects

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BY NORM ARCHITECTS

Wall and floor lamps update the softly minimal lighting collection with Japanese sensibilities.

MENU's Hashira Collection is a modern, Nordic take on traditional Japanese rice paper lanterns. Fusing East and West and tradition and modernity, the Norm Architects-designed lighting fixtures profile a perfect balance of simplicity and character.

Expanding upon the collection with new iterations, the Hashira Wall Lamp in white linen or raw slub linen and wood adds palpable appeal to a room, enhancing the softness of an interior with its rounded shape and soft, glare-free light. It is ideal for mounting in pairs above a bed or sofa or solo in a hallway.

The new Hashira High Floor Lamp raises the bar for standard lamp designs. Characterised by its slender, graphic frame in powder-coated steel, the tall and tactile shade diffuses the light to create just the right ambience in any room. A dimmer switch controls the brightness.

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. Today, the group regularly collaborates with MENU, helping to drive the evolution of the brand and its product offerings —imbued with the same intrinsic quality as Norms creative direction: a simplicity that carries bigger ideas. Lead by the body and mind rather than by trends or technology, their projects explore ideas that not only look good but that also feel good: architecture becomes thoughtful, minimalism acquires softness and visual matter assumes haptic qualities.

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PRODUCT TYPE
Floor lamp
Wall lamp

ENVIRONMENT
Indoor

DIMENSIONS

Floor Lamp
H: 130 cm / 51,1"
Ø: 30 cm / 11,8"

Wall lamp
H: 30 cm / 11,81"
W: 12,7 cm / 5"
D: 11,6 cm / 4,57"
Ø: 10 cm / 3,94"

COLOUR
Raw, stained oak
Black (RAL 9005)

MATERIALS
Powder coated steel, linen, PS plastic.





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.





www.menuspace.com

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.

www.theaudo.com