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Available: AW 2013

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BATH

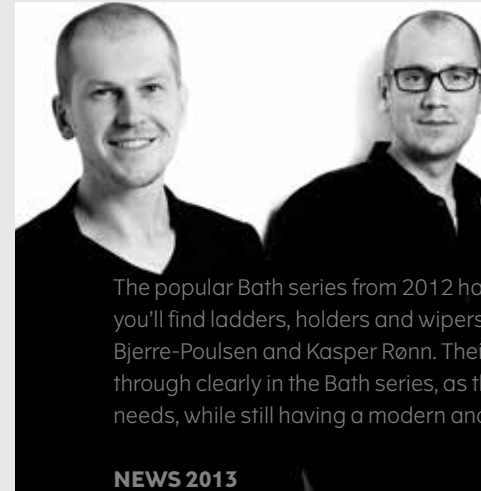
Design by Norm



Bath

Design by Norm

High quality designs with clever details
and stylish looks



The popular Bath series from 2012 has grown and in this year's collection you'll find ladders, holders and wipers. The designers behind are Norm: Jonas Bjerre-Poulsen and Kasper Rønn. Their love of minimalism and functionality shines through clearly in the Bath series, as they create products that meet real-life needs, while still having a modern and aesthetic look.

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Bath Ladder, an informal and flexible piece of furniture made for storing towels and accessories in the bathroom - clothes in the bedroom - or scarves and coats in the hallway. It's easy to move around the house and the leather strap at the top (meant to fix the ladder to the wall) almost makes it look like an oversized suitcase, that you can lift and take everywhere.

Towel Bar and Toilet Roll Holder are designed in the same simple and recognizable style. They are rounded and soft in expression, while still being visually strong, iconic and masculine. The illusion of the floating band of the wall provides a strong graphic expression, without being too dominating, and the matte surface also provides a sensual tactility to the products.

As our last newcomer this year, we have: Wiper.

Kasper Rønn from Norm Architects explains: "With Wiper we really focused on finding the point where there was nothing more we could possibly add or subtract, to make it a better product. It was a bit of a test to see just how simple it could be made". The result is a wiper, easy to grip and use, and easily maintained as it's fully covered in silicone and without any joints. The cord in the top allows you to hang it in the shower or on a little hook, to add a clean graphical expression on your bathroom wall.

Jonas Bjerre-Poulsen: "As a designer it's always tempting to think outside the box and try to work your designs into other areas of people's lives, without losing the existing design aesthetic. With this year's new additions to the Bath series we've slowly expanded into the hallway and the bedroom. Who knows where we might go in 2014?"

