



the  
**piano**  
hanger

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# PRESS RELEASE

# PIANO

NORRMADE®

## NORRMADE INTRODUCES THE PIANO

The newly established Danish furniture and accessory company Norrmade is at Maison Object in Paris in January 2014 launching a wide range of products including coat hangers, stools, benches accessories and lighting.

Comments from the designers Claus Jensen & Henrik Holbæk, Tools®

*It is incredibly exciting to have the opportunity to be a part of creating and building up a new brand.*

*We have attempted to go back to the roots and found inspiration in the simple things in our Nordic surroundings. Furniture and objects that are sincere, that do not pretend to be more than they are. In this way one can see and appreciate the thoughts that formed them. For example, when we choose to place a handle on a stool, it is not for decoration, but rather functionality. Because it makes sense. It can actually give the user a new approach to the product, because it clearly says that it would like to be moved around.*

*Products of the past gained their form out of a particular need, in a time when superficial products did not exist because only those that were necessary had the right to exist. This is a strong and sustainable philosophy – not a limitation but an inspiration, which reminds us that the products we create must function in our everyday lives and satisfy people for many years to come.*

## the piano hanger

Being 10mm thick Piano is probably one of the thinnest coat hooks that can be found. With hooks that bounce back like piano keys it always has a calm surface when not in use, and like a piano it is always ready for action.

Rack with 5 hooks  
Aluminium/black anodized  
W:65cm x H:12.5cm

Ready for delivery to customer in March.



### About us:

Our founding philosophy is to produce something that appeals to people in its own special way – giving something extra, without adding anything unnecessary. As a part of our approach to design we draw on nomadism – meaning to wander, to always be ready to move and to do so happily. Therefore our creations are designed to fit into different settings and be moved easily and they will be noted throughout the interior as spots that bring comfort and joy into our daily lives.

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