



the  
rope  
mirror

Out of the many hundreds of knots that exist the "cow hitch" is one of the very few knots that, with its regular features, shows harmony and beauty. In many places around the world it is still used when lifting barrels, and now the time has also come for it to lift something else. A welcome to the indoors for the cow hitch.

# PRESS RELEASE

# ROPE

NORRMADE®

## NORRMADE INTRODUCES THE ROPE

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.*

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Glass mirror Ø 300mm  
2x10mm rusty red & black silicone o-ring  
Stainless wall hook

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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