



BY LASSEN

by Lassen owns the rights to the designs of two of Denmark's greatest architects: Mogens Lassen and Flemming Lassen. The Lassen brothers were innovators in architectural modernism and produced numerous iconic designs throughout their lives. Our simple mission is to build upon the tradition of Mogens and Flemming Lassen to ensure that exceptional original and rediscovered designs continue to live on through new generations.

by Lassen.
Copenhagen

CELEBRATING THE SPRING SCENTS AND BEAUTY OF BOTANICS

Spring means green leaves, budding branches and evenings outside on the terrace or balcony. By Lassen invites the Spring indoors by launching a range of new products that celebrate the abundance of nature and blur the boundaries between the inside and outside. The Kubus Flowerpot and floor vase Kubus Vase Nolia complete the collection of by Lassen containers for plants and flowers, launched in the transition between winter and summertime. These pieces are a reminder to turn our attention outside to the coming Spring and all its greenery and joyous botanical finery.

"With this launch, we move between the indoor and outdoor spaces, and make stylish, functional products - designs that last,"
says designer Søren Lassen.

For his grandfather, architect Mogens Lassen, the garden and kitchen were the gathering points of his home, and he often shifted furniture and objects from the house into the garden when people visited. "Mogens loved his garden, and for him it was important to create products that could be used both inside and outside," says Søren Lassen. In the family houses that the architect designed the focal point is the balcony, the roof garden or the terrace, which he positioned as direct extensions of the kitchen, merging the two outside and inner spaces into a beautifully seamless union at the heart of the home. The by Lassen Kubus collection honours Mogens' love for nature that was

so important in his life and his work.

With these new products by Lassen literally moves outside, into nature, to enhance the terrace or balcony. Our Kubus Flowerpots and Kubus Vase Nolia are welcome additions to any design-conscious home. An additional fixture is also available for the Kubus collection containers, enabling hangers, planters and vases to be mounted directly on the wall for a light, airy botanical feel that embodies the best of both inside and out.

PRODUCT NAME

Kubus Flowerpot 10 / Kubus Flowerpot 14 / Kubus Flowerpot 23
Kubus Vase Nolia
Kubus Wall

DESIGN
Søren Lassen

MATERIAL
Laquered zinc

RRP FROM
Kubus flowerpot from EUR 109
Kubus Vase Nolia EUR 409
Kubus Wall EUR 16

LAUNCH
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For more info about the product please contact
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