



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

DARK BLUE IN THE FRAME - BY LASSEN'S AWARD WINNING STORAGE SOLUTION GETS A NEW COLOUR

Blue has often been described as the new black in Scandinavian design, a staple colour in the same category as white, black and grey. The new Frame storage boxes in dark blue bring a fresh character to the collection, adding a colour to the assortment that makes room for having fun while at the same time maintaining a serious and refined expression.

Frame in dark blue works well as a base for other colours and patterns and adds a feeling of exclusivity especially when matched with dark brown and grey tones. Suitable for all areas of the Nordic interior, the new dark blue Frame is ideal for creating a calm atmosphere in the bedroom with its dark and relaxed tones. The new dark blue colour is also vibrant enough to make an exciting entrance or children's room and sophisticated enough to work in an office or reading room.

"We are expanding our colour universe in today's most talked about colour but it is still a classic enough colour that it can be seen in our collection for years to come. The deep blue colour adds an extra dimension to the Frame boxes giving them a depth of expression that supports the rest of the collection. With a new colour, Frame offers even more possibilities for individual styling, both in large and small settings," says Nadia Lassen, great-granddaughter of Mogens Lassen.

Frame is a flexible storage solution that takes its starting point from an original Mogens Lassen sketch from 1943, which itself was inspired by the architect's interest in Cubism. With its characteristic form Frame combines multiple boxes of varying sizes and colours that can be hung on the wall or placed on the floor, shelf, table or desk. All sorts of unique shelving systems, storage set-ups, sideboards and nightstands can

be created. Store your books, display your favourite objects or hide clutter away behind closed doors. Frame is able to provide a stylish storage answer to all of your needs.

Frame in dark blue will be available in stores and at bylassen.com in January 2017.

PRODUCT NAME

Frame

DESIGN

Mogens Lassen 1943 / by Lassen 2013

MATERIAL

Smoked veneer/mdf/lacquered metal, Natural veneer/mdf/lacquered metal, Black stained veneer/mdf/lacquered metal or Melamine/cdf/lacquered metal

SIZE

Frame 10: 10x10x10 cm / Frame 14: 14x14x14 cm / Frame 20: 20x20x20 cm / Frame 28: 28x28x28 cm / Frame 35: 35x35x35 cm / Frame 42: 42x42x42 cm / Frame 49: 49x49x49 cm

COLOUR

Dark Blue, Smoked Oak, Oak, Black-stained Ash, Dark Grey, Light Grey, White and Pale Green

PRICE

From: EUR 84 / GBP 73 / USD 99 / AUD 127 / DKK 599 / NOK 749 / SEK 759

For product loans, interviews and high res images please contact Chris Day at cd@bylassen.com and tel. +45 25 78 24 53. Images can also be downloaded by clicking on 'Images' at the following link: <http://bylassen.com/shop/cms-presse-news.html>