



frame by Lassen.

Copenhagen

by Lassen owns the rights to the designs of two of Denmark's greatest architects – Mogens Lassen (1901-1987) and Flemming Lassen (1902-1984). The Lassen brothers were extremely talented and were honoured with many awards and grants for their unique designs and iconic architecture. by Lassen is a family business whose simple mission is to carry the Lassen legacy forward – because good design lives on through new generations.

Frame Shelves • Design: Mogens Lassen 1943/by Lassen 2014

Frame now with shelves

by Lassen introduces new shelves for the Frame flexible storage solution. Initially, shelves will be available for the two largest modules, Frame 42 and 49, providing the modules with an extra dimension. Frame shelves are the perfect choice for those who wish to store books, exhibit their favourite bric-a-brac, or showcase their collection of glossy magazines. The possibilities for individual combinations are endless.

The Frame shelves are by Lassen's latest addition to the Frame flexible storage solution, which is based on a Mogens Lassen sketch from 1943. The sketch, which like many of Mogens Lassen's sketches was inspired by Cubism, was the starting point for the creation of Frame. Frame modules can be hung directly on the wall, connected together, stacked, or stand on their own on the floor. Combine Frame modules into a classic shelf or a unique sculpture. The only limit is your imagination.

But the Frame shelves are more than just ordinary shelves. They have bevelled edges, just as the Frame modules do, and with their floating appearance, they prove that functionality can easily be combined with good craftsmanship and aesthetics.

Frame is a classic storage solution whose pure, clean lines reflect the Scandinavian style. Aesthetics and appearance are paramount, but they are not everything. Good craftsmanship and functionality are also of vital importance, and it is in their spirit that the Frame shelves have been created. The shelves are designed to provide the user with total flexibility, as they can be mounted exactly as the user wishes, either horizontally or vertically.

Frame has no uneven surfaces or marked holes for mounting. Just pure, clean lines and good craftsmanship. Exactly as in the old days, when the joiner made everything to order. That is the spirit of Mogens Lassen, and with that in mind by Lassen is carrying on his legacy.

For further information or pictures in high res please contact Nadia Lassen at nl@bylassen.com / tlf. +45 40 43 79 53. Please download our pictures at <http://www.flickr.com/photos/bylassen/>.

Shelves are available for Frame 42 and 49. Frame shelves can be mounted both horizontally and vertically. The new Frame shelves are mounted with concealed brackets to ensure that the screws are not visible



Design: Mogens Lassen 1943/by Lassen 2014
Shelves for Frame 42: EUR 37
Shelves for Frame 49: EUR 44