



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

Frame now available with new colours

by Lassen continues to refine the well-known Frame flexible storage solution, introducing two new colours to the characteristic, Cubism-inspired modules. With the introduction of the new colours, there are even more possibilities to create your own personalised storage solution.

Frame 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.

The two new colours White and Pale Green were added with the intent of giving customers even more possibilities. "We find that many of our customers love to combine different colours and module sizes, so we believe that the addition of two new colours will meet the growing demand. It is also the reason why we launched our Frame App, which makes it possible for people to see a virtual 3D image of a Frame combination in their own home," explains Nadia Lassen, director and co-owner of by Lassen.

With its soft tones, the characteristic colour Pale Green is a harmonious addition to the by Lassen colour universe. A universe which takes its starting point in the colour palette of the famous Swiss-French architect, Le Corbusier. Pale Green supports not only the Frame storage solution, but also other by Lassen products and it is utterly on trend with today's interior styles.

Today, Frame is manufactured in Denmark in accordance with the same principles as the original Kubus candleholders. The manufacturing of each Frame is a lengthy process in which the product is regularly checked by competent hands to ensure the quality of the product. "The Frame modules are among our most popular products, so it is essential for us that each module meets our high quality standards," explains Peter Østerberg, director of by Lassen.

Frame is available in 7 sizes and comes in oak and black-stained ash in colours Dark Grey, Light Grey, Stone Beige, and two new colours, White and Pale Green.

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/>.



Design: Mogens Lassen 1943/by Lassen 2014
Colours: Light grey, dark grey, white, pale green, stone beige, black-stained ash and oak
Price: From 79 EUR.