



**BY LASSEN'S AWARD WINNING
FRAME STORAGE SOLUTION
NOW IN SMOKED OAK**



With its classic dark tones and black metal edges, the new Frame in smoked oak has a masculine expression that adds a warmth and elegance to the interior. The grain of the oak invites nature inside for a look that is both exclusive and authentic. Frame in smoked oak works equally well alone or when mixed with other colours in the collection.

"The beautiful dark colour of the Frame boxes in smoked oak compliment the by Lassen universe extremely well. Oak is a well known material in the history of Scandinavian design and darker wooden colours have become particularly popular in recent years. Frame offers endless possibilities for individual styling, both in large and small settings," says Nadia Lassen, Director and Co-Owner of by 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 Smoked Oak will be available in stores and at bylassen.com at the end of May 2016.

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

DESIGN

Mogens Lassen 1943 / by Lassen 2013

PRODUCT NAME

Frame

MATERIAL

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

SIZES

Frame 10: 10x10x10 cm / Frame 14: 7x14x14 cm / Frame 20: 10x20x20 cm / Frame 28: 28x28x28 cm / Frame 35: 35x35x35 cm / Frame 42: 42x42x21 cm / Frame 49: 49x49x42 cm

COLOURS

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

PRICES FROM

EUR 99 / GBP 75 / USD 114 / AUD 149 / DKK 749 / NOK 999 / SEK 959

For product loans, interviews and high res images please contact Chris Day at cd@bylassen.com and tel. +45 25782453 or Mette Foldager at mf@bylassen.com and tel. +45 60178369. Images can also be downloaded by clicking on 'Images' at the following link: <http://bylassen.com/shop/cms-presse-news.html>