



illustrate 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.

Illustrate • Design: by Lassen 2013/2014

Illustrate in postcard size

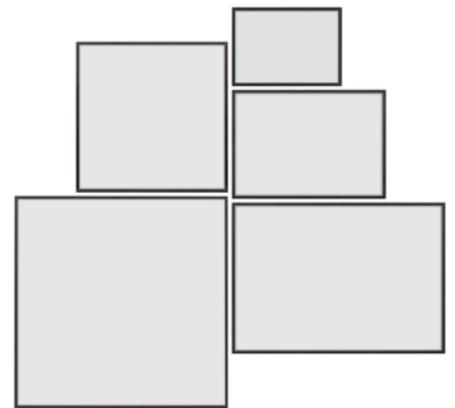
The Illustrate collection now has a baby brother who, like his bigger brothers, places the motif in full focus just as a picture frame should. The dimensions of the new Illustrate picture frame create possibilities for you to put your own personal touch on the motif, and these possibilities are endless. Art to be shared, stories to be told, experiences to be remembered. The only limit is your imagination.

Illustrate is simple, aesthetically pleasing and timeless with its slender moulding that echoes the look of the iconic Kubus collection and the View mirrors, both in terms of moulding width and the floating effect that characterises many of the well-known by Lassen products. Illustrate's carefully conceived details and the interaction between materials and visual expression is in perfect harmony with the characteristic cubic shape so familiar from the Kubus collection.

Illustrate consists of a 2mm glass sheet and the lacquered mouldings are attached with screws that ensure that the motif stays exactly where it is placed. A suspension bracket is included, so Illustrate is easy to mount on the wall and always hangs perfectly level. The new size is available for A5

The introduction of Illustrate in A5 completes the by Lassen picture frame collection. It is an elegant way to showcase artworks, share experiences, preserve memories, and the timeless design matches the Scandinavian style that by Lassen is known for.

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/>.



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Price: from 39 EUR