



BY LASSEN'S ILLUSTRATE PICTURE FRAME IS NOW AVAILABLE IN A LARGE POSTER SIZE



by Lassen's clean and simple picture frame Illustrate has been introduced in a new 50x70cm size, just right for showcasing larger posters and images. Illustrate's balanced and minimal design makes a beautiful stylish frame for displaying your favourite pictures, illustrations and artwork. Posters stand out even more clearly when supported by Illustrate's thin, graceful 6 mm wide frame, and the image being framed stays in full focus, exactly as a picture frame should.

A clever hidden ridge at the back of the frame places it slightly away from the wall when hung. This gives the effect of Illustrate slightly floating on the wall and moving dynamically into the space.

Illustrate's minimalist design represents the best of Scandinavian style for which by Lassen is famous.

The Illustrate picture frame in 50x70cm is available in stores and at bylassen.com in January 2017.

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

PRODUCT NAME
Illustrate

DESIGN
by Lassen 2013

MATERIAL
Lacquered aluminium / glass

SIZES
21x 14.8 cm (A5), 29.7 x 29.7 cm, 21x 29.7cm (A4), 29.7 x 42 cm (A3), 42 x 42 cm, 50 x 70 cm

COLOURS
Black, White, Cool grey

PRICES
DKK 349 / NOK 429 / SEK 449 / EUR 49 / GBP 39 / USD 54 / AUD 76

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>