

normann

C O P E N H A G E N



November 2011

A small piece of art for the wall

– Normann Copenhagen presents the Dropit hook

Design studio Asshoff & Brogård has designed a wooden, drop-shaped hook for Normann Copenhagen. The hook's strong visual expression and exquisite finish combined form a small piece of art for the wall. Hang a single drop on the wall or create a pattern using several Dropit hooks.

Focusing on functional product design, Johanna Asshoff and Hanna Brogård run the design studio Asshoff & Brogård in Stockholm. They get inspiration from the diverse associations and images created by the many symbols in everyday life. Dropit symbolises a touch of both the fashionable and the dramatic, whilst at the same time having a simple and recognisable shape.

Asshoff & Brogård explains: "With Dropit we have designed a hook that is so much more than an object to hang coats on. We have worked with wood turning techniques to give Dropit an exquisite finish, and the wood's structure and grain give the product a unique character."

The Dropit coat hook concept is simple. Hang a single 'drop' on the wall or create a pattern with several Dropit hooks. There are undreamt possibilities for the creation of different expressions in the home with another addition to the range. Create your own look by combining natural and coloured Dropits or fill up a wall using only Dropit hooks in natural finish, to give a warm and inviting feel. Show the rain falling on a wall in the children's room using light-blue Dropit hooks; add a splash of color to the interior design with a bunch of coral-colored hooks in the hall; or create calm and a sense of well-being in the bedroom with white Dropits, for example.

Dropit is an example of how even a simple product with a simple function can make an impact. Dropit is available in two sizes and supplied as a pair in a box.

Material: Beech (coloured), Oak (Nature)

Colour: black, white, blue, coral, nature

Measurements and price:

Dropit small: H:7,7 cm x D:8 cm x W: 5 cm – Euro 26 (2 pieces)

Dropit large: H: 9,3 cm x D: 8,7 cm x W: 6 cm – Euro 34 (2 pieces)

Download images in high-definition at www.normann-copenhagen.com/press

Your readers can find more information at www.normann-copenhagen.com/dropit

For further information, contact: PR manager Nathja Larsen, + 45 35 270 532, nathja@normann-copenhagen.com

