



OUR STORY

normann
COPENHAGEN

Who is Normann Copenhagen?

Normann Copenhagen is a Danish design company with the mission to create original, bold and eye-catching products in a simple and contemporary design that withstands the test of time. Or in other words, to challenge conventional thinking and make the ordinary extraordinary through great and innovative design.

Where it all started

Poul Madsen and Jan Andersen teamed up to create Normann Copenhagen in 1999. Before this, they had each been running their own company for a couple of years. They kept running into each other at trade shows and quickly became aware that they didn't just share a passion for design. They also had similar interests and values and they also shared the vision of bringing something new and unexpected into the world of design. A friendship sparked between the two and they decided to team up to create a joint business.

The duo opened up a small store in Copenhagen. Here they sold designer products from several different brands as well as their own homemade creations. Then in 2001, they met the Danish designer Simon Karkov through a mutual acquaintance. Simon Karkov showed them his Norm 69 Lamp, which had been lying in a loft since he designed it back in 1969. Poul and Jan loved the lamp so much that they decided to put it into production. This was the beginning of Normann Copenhagen as design producer.

The collection today

Since then, many more products have seen the light of day each carefully selected by Poul and Jan. Today, the collection consists of a wide and ever growing range of versatile furniture, sculptural lighting, stunning textiles and clever home accessories.

From the very beginning, Normann Copenhagen has collaborated with established designers as well as up-and-coming talents from around the world. They continue to do so today. The company has also recently started its own design studio with a young team of creative and highly skilled designers. They work tirelessly to create high quality designs in the cross field between craft and industry.

Normann Copenhagen has collected more than 50 design awards along the way. Most recently for furniture pieces like My Chair and Just Chair as well as for the new lounge collection Era.

A passion for design

When Poul and Jan select products for Normann Copenhagen they base their decision on intuition. To them design is a love affair. It is all about being struck by the design and falling in love with the product. So what makes them fall in love with a design? When you ask Poul Madsen, he explains it like this:

"It has to be something we look at and think "this is special, something we haven't seen before". What makes a design special can come from any part of the design process. Sometimes it is the function of a product which is unique, sometimes it is using a material in a new way, and sometimes it is the shape itself. It can even be as simple as the connection of two elements or something small like that. In general, we like a design to have clean lines and a certain simplicity. However, there is always that little something that adds character to the design. I guess you can call our style minimalism with an attitude".

The Normann Copenhagen style

A Normann Copenhagen product is characterized by an iconic shape, making it instantly recognizable. It has a minimalistic idiom well-known from Scandinavian design. At the same time it oozes with personality and character. A Normann Copenhagen product is playful and has a light-hearted feel and welcoming look. It has a simultaneously familiar and novel expression. You will often see traditional craftsmanship combined with industrial materials and new production methods.

Normann Copenhagen love colours. You can both find neutrals, bold and vibrant shades and cool Nordic palettes inspired by trends from the fashion industry. You will find multi-functional products in the collection that work in several rooms and many styles of decor.

The vision

Though the company has undergone a significant development since its beginning, Normann Copenhagen is looking to the future with tremendous excitement and ambitious goals. The company has established itself as one of the leading Scandinavian furniture and accessory brands. They aim to build on this position internationally over the coming years. As part of this, Normann Copenhagen will develop existing partnerships and markets as well as establish new ones.

Poul Madsen and Jan Andersen's determination keeps them thinking ahead. They constantly strive to do things better, to challenge themselves creatively, and to explore new areas within design. Or in their own words:

"We want work with the most talented designers and make the best products. We want our collection to be original, diverse and have longevity. We want to create honest designs that people get excited about and want to own. We want people who buy our products to love them. We want to make our products easily available for anyone no matter where they are in the world. We want to innovate and make products that bring something new into the world of design. We want to continue to do this for as long as we can. Don't worry, we're just getting started!"

You can download full-resolution images at www.normann-copenhagen.com/press (no login required).

For more information regarding products, design profiles, photos or hiring of products please contact:
PR & Communication Manager Nathja Larsen, + 45 35 270 532, nathja@normann-copenhagen.com

You can follow us on Instagram ([@normanncph](https://www.instagram.com/normanncph)) and Facebook (facebook.com/normanncopenhagenfan)