MENU

PRESS RELEASE

Hashira Collection

by Norm Architects

Hashira Collection

BY NORM ARCHITECTS

MENU launches the Hashira Collection, a modern, Nordic take on the traditional Japanese rice paper lantern. A fusion of East and West, tradition and modernity, and a perfect balance of aesthetics and proportion and simplicity and character, Hashira is a new collection of floor, table and pendant lamps for modern spaces. Designed by Norm Architects, the collection takes its cues from visits to traditional Japanese Washi papermakers and its name from the Japanese word for column or pillar.

The cylindrical Hashira Floor Lamp rises majestically from the floor. The translucent fabric shade not only acts as a diffuser, projecting the light in multiple directions while creating a cosy, glare-free ambience, it also adds palpable appeal that enhances the softness of an interior – acoustically as well as tactilely. Shaped from the basic geometric form in architecture, the slender Hashira Table Lamp is set on a wooden base that underpins the minimalist expression and is visible through the translucent fabric shade that softly diffuses the light in multiple directions. The Hashira Cluster – a trio of pendants suspended from a black textile cord – is offered in two sizes (small and large) that lend themselves to any setting thanks to its minimalist expression and natural materials, and the collection's single pendant light, available in two sizes, is created with the same column-like shape as the floor and table lamps to fill spaces with cosy, ambient light.

"Spreading ambient light in a room, the Hashira Collection makes for purposeful lighting above a dining table, in a reception area or on a table in a hotel bedroom, bringing a sense of understated luxury and purpose to interior spaces."
– Norm Architects

About the Designer
Founded in Copenhagen in 2008 by Jonas Bjerre-Poulsen and Kasper Rønn, Norm Architects specialise in residential architecture, commercial interiors, industrial design, photography and art direction. Today, the group regularly collaborates with MENU, helping to drive the evolution of the brand and its product offerings. Norm Architects' name reflects the group's emphasis on the importance of drawing inspiration from norms and traditions within architecture and design – particularly the Scandinavian design principles of timeless aesthetics and natural materials, and the modernist values of restraint and refinement.

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HASHIRA TABLE LAMP

PRODUCT TYPE
Table lamp

ENVIRONMENT
Indoor

DIMENSIONS
H: 49,5 cm / 19,5"
Ø: 18 cm / 7,1"

COLOURS
White, ash

MATERIALS
Steel, linen, PS plastic, ash.
Thickness of line may vary giving a slightly different light.

HASHIRA FLOOR LAMP

PRODUCT TYPE
Floor lamp

ENVIRONMENT
Indoor

DIMENSIONS
H: 83 cm / 32,7"
Ø: 30 cm / 11,8"

COLOURS
White, ash

MATERIALS
Steel, linen, PS plastic, ash
Thickness of line may vary giving a slightly different light.

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HASHIRA PENDANT

PRODUCT TYPE
Pendant

ENVIRONMENT
Indoor

DIMENSIONS

Small
H: 45 cm / 17,7", Ø: 18 cm / 7,1"

Large
H: 75 cm / 29,5", Ø: 30 cm / 11,8"

COLOURS
White, bronzed brass

MATERIALS
Steel, linen, PS plastic.
Thickness of line may vary giving a slightly different light.

SMALL

LARGE

HASHIRA PENDANT, CLUSTER

PRODUCT TYPE
Pendant

ENVIRONMENT
Indoor

DIMENSIONS

Small
H: 45 cm / 17,7", Ø: 37 cm / 14,6"

Large
H: 75 cm / 29,5", Ø: 61,5 cm / 24,2"

COLOURS
White, bronzed brass.

MATERIALS
Steel, linen, PS plastic.
Thickness of line may vary giving a slightly different light.

SMALL

LARGE

Connected Spaces

For more than forty years, MENU has curated strong and lasting relations between designers, manufacturers and customers to create furniture, lighting and interior accessories shaped by purposeful details, high-quality materials and human needs. Designed to withstand the test of time and profiling a modern, understated beauty, pieces are touched by a soft minimalism, pared back to reveal the very essence of each design. By creating interior objects that invite human connection, inspiration and experimentation, we push the boundaries of modern design. We've created The Audo to reflect our philosophy: the hybrid space serves as our creative showroom and headquarters, as well as a residence that connects likeminded individuals through meaningful and creative environments showcased in unconventional ways. Culminating in a concept we call *Connected Spaces*, our designs join the dots between home, work and hospitality to redefine how we use space and, ultimately, how we connect to those around us.

www.menuspace.com

MENU at The Audo

MENU's showroom is located at The Audo, a unique concept that masterfully unites co-working and event facilities, a café, restaurant and retail area, as well as an exclusive residence in a single, community-building universe. MENU's portfolio of furniture, lighting and accessories are presented and experienced here in new and authentic ways. Redefining how we use design, space and, ultimately, how we connect to one another, the creative destination is a hub for powerful ideas, beautiful design and inspiration.

www.theaudo.com