

THE COLLECTION



NORR11

INDEX

DESIGN PHILOSOPHY	4
THE COLLECTION	
BIG	10
BOHO	14
BUFALA	16
CUBISM	18
DUKE	20
ELEPHANT	22
FAVE	26
FIN	28
FUJI	30
GALLERY	34
GEAR	36
GHOST	40
HIPPO	42
JAGGER	48
JFK	54
LANGUE	56
LE ROI	62
LIÈGE	64
MAMMOTH	68
MAN	70
NEW WAVE	72
NOMAD	74
NY11	76
OKU	80
PIPE	82
QUARTZ	84
RIFF	86
SAMURAI	88
SOHO	90
STUDIO	94
TILT	102
TOTEM	104
OUTDOOR	106
COLLECTION OVERVIEW	112

DESIGN PHILOSOPHY

Sculptural, bold & sophisticated

Driven by the desire to challenge boundaries between time periods, design directions, cultures and materials, we are dedicated to crafting pieces with character. With a sculptural, bold and sophisticated design, we wish to push boundaries and thread new pathways.

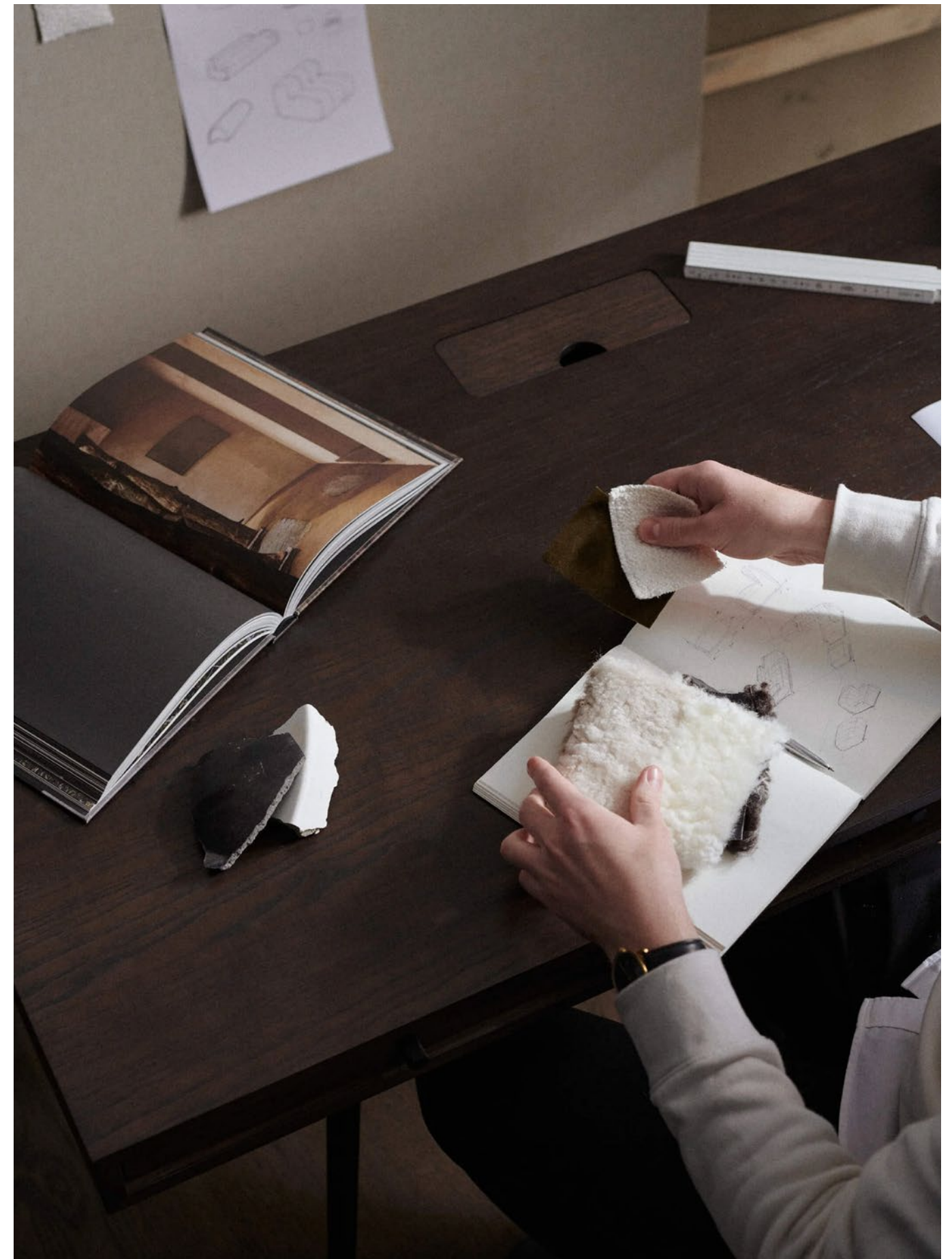
Our in-house design studio, led by our founder Tommy Hyldahl and our lead designer Kristian Sofus Hansen, embodies a blend of architectural precision and a trend-forward outlook. Our design process is driven by curiosity and willingness to challenge conventional thinking, always favoring comfort and functionality from an aesthetic foundation.

At our studio, we embrace a 360-degree perspective, ensuring that each piece of furniture exudes visual appeal from every angle. The result is a sculptural, bold and sophisticated expression. In our process, we dare to blend time periods, design directions, cultures and materials to craft products that exude attitude and relevance.

By combining references from design history with forward-looking perspectives, our designs often evoke a sense of familiarity, but freshly and uniquely, bridging the gap between classic and modern design.

As a Danish design company with a global reach, we draw inspiration from around the world. We are especially inspired by Japanese design principles and the Wabi Sabi philosophy, which is evident in our material compositions. We invest considerable time in adding tactility to our materials, bringing them to life in a way that resonates with our unique expression.

Crafted with honest materials, our pieces are made to use and built to last. By harmoniously blending form, function and comfort we are committed to creating timeless pieces on the leading edge of design.





Boho Chair, Chrome Steel, Zero 0012 | Mammoth Chair, Light Smoked Oak, Safire 0014 | Little Big Chair, Savanna 0262 | Elephant Lounge Chair and Elephant Ottoman, Dark Smoked Oak, Dunes Stone 21010 | Big Big Chair, Sheepskin Moonlight 09 | Hippo Lounge Chair, Light Smoked Oak, Sheepskin Espresso 15 | Hippo Lounge Chair Full Upholstery, Keiga 0422 | Fave Chair, Chrome Steel, Alpaca 600 | Fave Chair, Chrome Steel, Alpaca 1110

DESIGN
THAT
SPARKS
CURIOSITY

BIG

With its sculptural and organic shapes, the Big series is a welcoming lounge collection. Its enveloping design invites you to nestle and cocoon, while the hidden swivel base allows you to effortlessly turn and engage with your surroundings.



Comfort was the starting point of the Big series pieces. With its soft lines and embracing nature, the series brings character and life into any interior setting.



BOHO

The Boho Chair draws inspiration from the soft, flowing silhouettes of the 1970s, while its mirror chrome base reflects the crisp, geometric style of the 1980s. Boho features a soft, playful shape with a gently bulging backrest that provides the chair with form and a unique silhouette, while preventing it from looking like a pouf. The lower frame adds a genuine lounge feel and imparts a light, almost floating appearance to the chair.



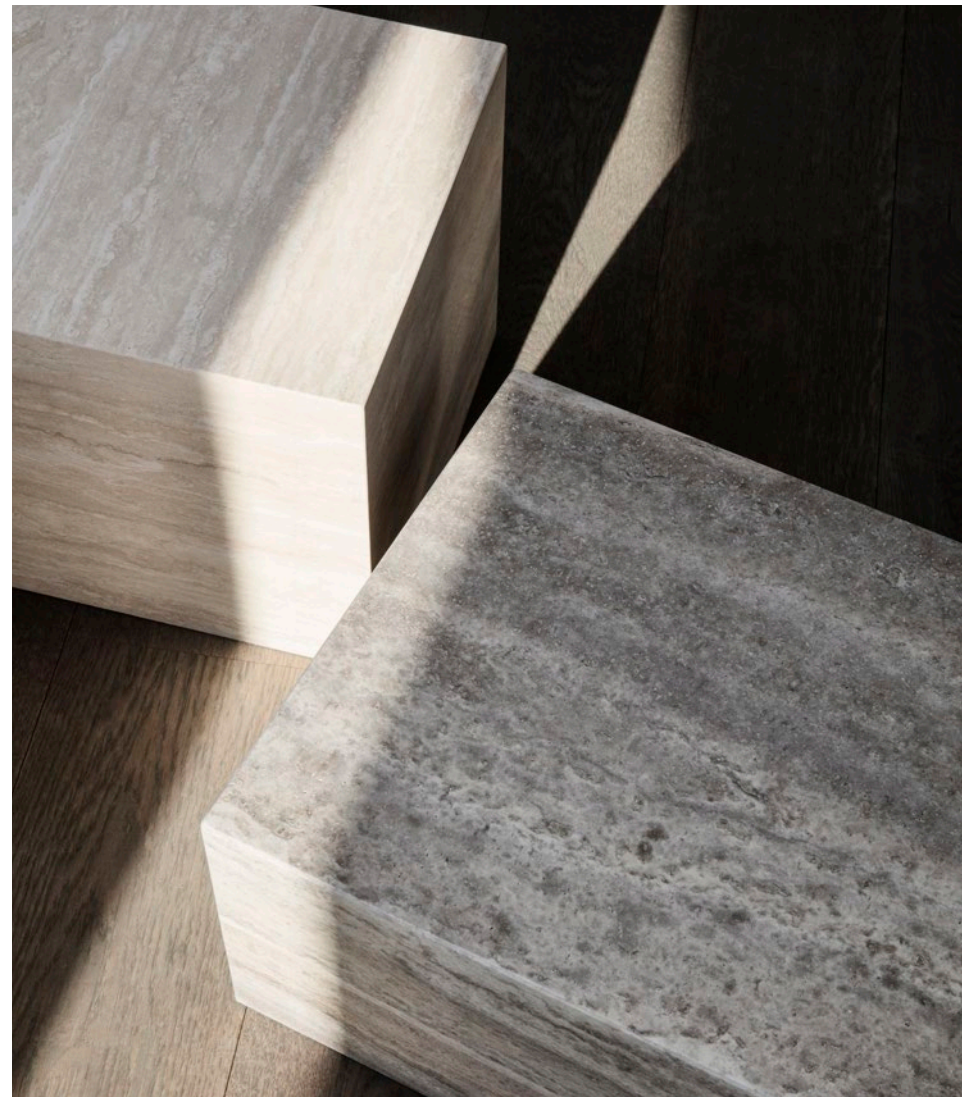
BUFALA

With rich wood grain, the Bufala Chair has a distinctive appearance to match its high quality, solid wood construction. The back is made with a special production technique pressing multiple layers of oak veneer in a compression mold, forming the characteristic Bufala horn shape that provides back and arm support.



CUBISM

Made from travertine stone, Cubism is all about embracing the qualities and beauty of a material widely used in classical architecture. With its minimalist square shape, the Cubism table intentionally directs the viewer's attention to the intrinsic qualities of a material that possesses its own life and character. Available in two sizes and travertine colors, the Cubism table serves multiple purposes, such as a coffee table, side table, plinth for exhibiting objects or as a display in stores.



DUKE

Made of powder-coated steel, the Duke table is a multifunctional piece of furniture that comes in three different sizes. The tray top can easily be lifted and the base can be rotated to different heights. Combining all three sizes together creates a landscape complimenting any setting.



ELEPHANT

The Elephant series is a modern interpretation of Scandinavian minimalism combined with Japanese aesthetics. The series consists of a variety of light and elegant seating pieces. The sculptural, elephant ear-shaped back ensures that the chair is pleasing to look at from the back, but also provides a comfortable support, gently embracing the user when leaning back and relaxing in the chair.





1



2



3



4



5

FAVE

The essence of crisp and cool. The name 'Fave' is a nod to the 80s, serving as a link to the chair's design inspiration but reinterpreted in a contemporary way. Like a blast from the past, but in the best way possible. Comfort takes precedence, and the chair greets you with its soft, rounded cushions, while the slightly lower frame gives it a genuine lounge feel.



FIN

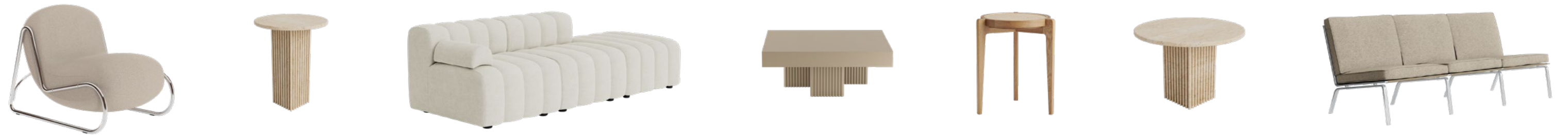
The Fin side table is a minimal furniture piece. Fin comes with a top of solid oak with rounded edges, making it paper-thin when seen from one angle and solid from another. The table has two turned oak timber legs, contrasted by a fin-shaped leg of massive oak.



FUJI

The design of the Fuji lampshade is inspired by Japan's Mount Fuji. Characterized by an exceptionally symmetrical cone with a flat slope shape, Mount Fuji has inspired artists and poets for centuries. The lampshade combines opal glass with soft organic forms to create a warm and translucent light, embracing the gently curved shape of the metal notion.





GALLERY

Gallery is an elegant pendant and wall lamp offering atmospheric lighting, inspired by the subdued atmosphere often experienced in galleries and museums. A narrow opening at the bottom of the lamp provides gentle downward lighting, while its primary function is to spread light upwards, creating an atmospheric glow that enhances the room's ambiance.



GEAR

The Gear table, with its robust pillars and thick tabletop, stands almost like a modest brutalist sculpture. Gear draws its inspiration from the 1950s architectural movement of Brutalism, characterized by its geometric forms and raw concrete surfaces.





GHOST

The Ghost tables are cast with three pointed legs and a concave top, the curve of which beautifully highlights the qualities of the material. The tables are not polished once removed from the mold, giving them a unique, rough surface texture. This raw aluminium is powder coated and then hand-painted, which gives it a beautiful and diverse surface, which alternates between a matte and a reflective finish.



HIPPO

The Hippo family is defined by soft, playful shapes that draw inspiration from the rounded forms of 70s furniture. The series earned its moniker during the design process when the back view revealed similarities to a hippopotamus, giving birth to the name 'Hippo.' The distinctive wooden profile acts as an almost architectural element that starkly contrasts with the rounded, soft back and seat.





2



3



1



4



5



JAGGER

Available as both a lounge and dining sofa, Jagger's bold, rounded contours draw inspiration from the expressive forms of the 70s sofa styles. Composed of segments, Jagger encourages creativity in design and layout, providing the flexibility to precisely adapt seating arrangements to any space.





Jagger took shape from a simple curve drawn on a piece of paper

Rooted in the idea of creating an unrestricted form perfectly complementing its surrounding space. The design offers absolute freedom and flexibility, almost tailor-made to suit a room's dimensions and intended purpose.





Born to be a centerpiece

The dual-sided design maximizes seating options, while liberating the sofa from the constraint of being placed against a wall.

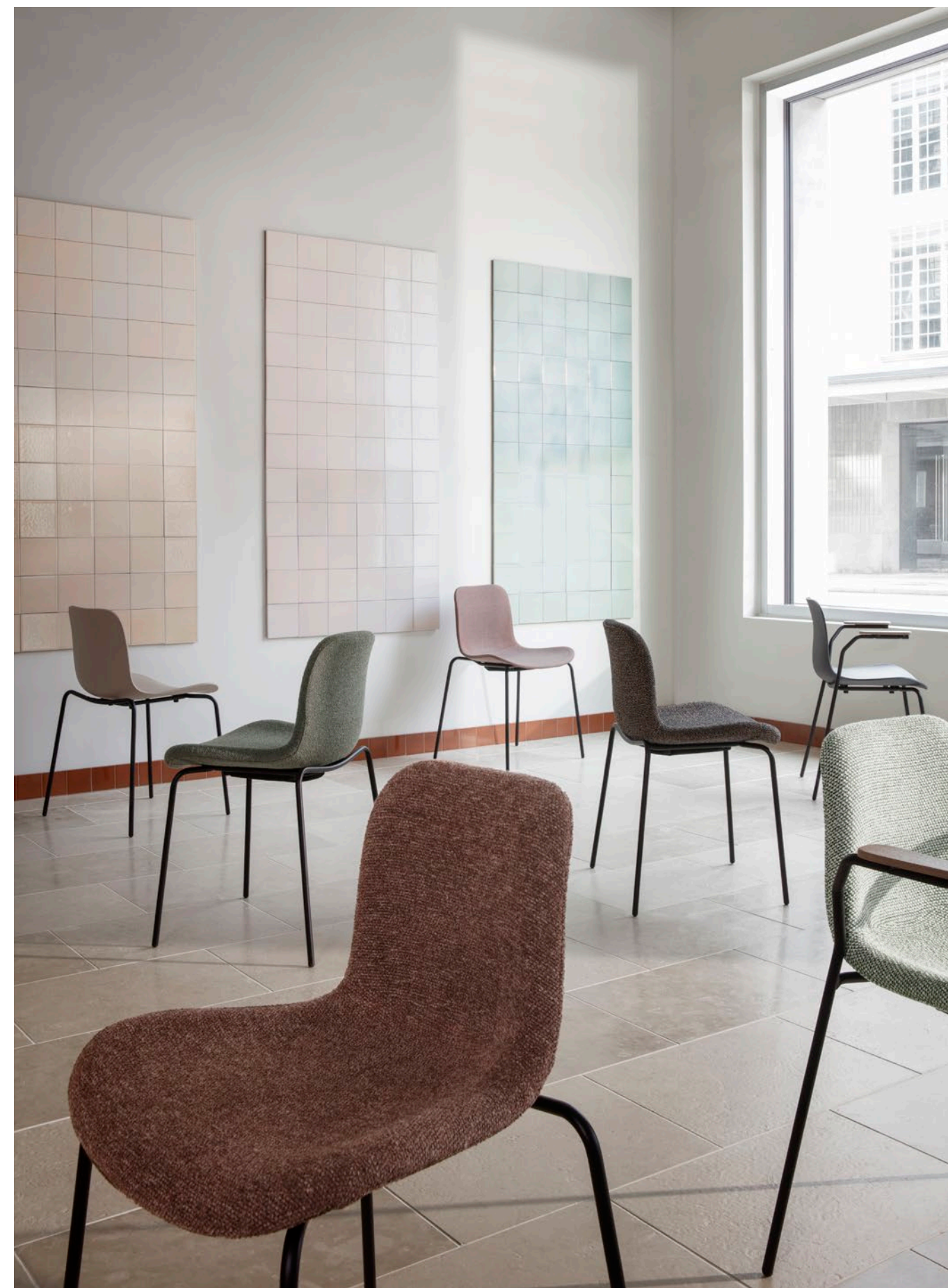
JFK

With its pure and simplistic design, the JFK Desk, inspired by the '60s, is ideal for design-oriented offices and home offices. The desk has a slim tabletop of ash with three inbuilt drawers and a hidden space for a power bank, making it easy to power a laptop, table lamp, or smartphones.



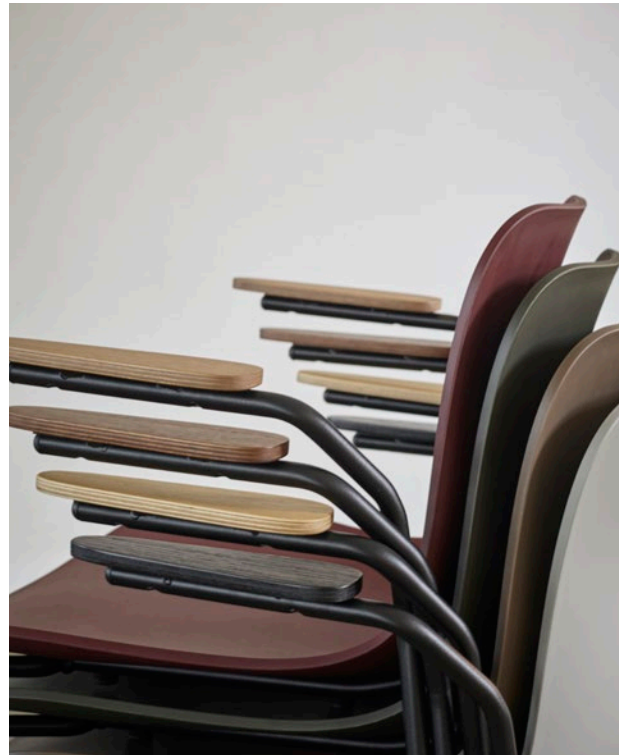
LANGUE

With its gently curved seat, Langue offers comfort and an elegant aesthetic, seeking to harmonize with its surroundings by not demanding too much attention. Its name, 'Langue', meaning 'tongue' in French, refers to the chair's sculptural form, which closely resembles the shape of a tongue. With the wide range of possible combinations of frame, shell colors and upholstery options, the Langue Chair can be customized to each and every scenario without compromising its fundamental concept of a simple functional chair.





1



2



3



4



5



Langu Chair, Black Steel, Soft Upholstery, Moss 0016 | Langu Chair, Black Steel, Polypropylene, Ecrú
Langu Chair w/ Armrest, Black Steel, Upholstery Steelcut Trio 3 0205, Natural Oak

LE ROI

The French royal inspired Le Roi series is made of solid ash with inlaid natural handwoven rattan. The tactile rattan creates translucent surfaces highlighting the beautiful and simple construction of the Le Roi pieces.



LIÈGE

The Liège Pouf, light and soft to the touch, is crafted in the distinctive shape of a Champagne cork. Available in various upholstery options, it introduces a quietly neutral or boldly colorful focal point to any space, depending on how it's dressed.





MAMMOTH

The Mammoth series is characterized by the high back, hugging wings and fluffy upholstery which provides superior comfort and a sense of privacy. The seat and back are formed from the same compression mold, giving the chair and the sofa its signature clean, minimalistic look.



MAN

The Man series references the 1950s and 1960s Danish furniture design, a period inspired by the Bauhaus movement where simple and clean shapes were in focus. Minimal detailing and a stylish, clean expression demonstrate the Bauhaus influence in the Man furniture series.



NEW WAVE

New Wave is a minimal sofa design inspired by Danish sofas from the 50s. New Wave's curvy design is distilled into three elements - base, back and cushion. Each element is carefully designed according to its function, making the New Wave both an elegant and highly refined sofa design.



NOMAD

The Nomad chair is a Nordic interpretation of the traditional Moroccan wicker chair. Crafted by skilled artisans, it features a large seat and back made from two molded bamboo frames with inlaid handwoven rattan.



NY11

Inspired by traditional Danish elementary school chairs, the NY11 series consists of dining chairs, bar stools and counter stools available with and without backrest. Just like school chairs, NY11 pieces had to be both comfortable and very durable. The result is a simple and honest design with a timeless expression.



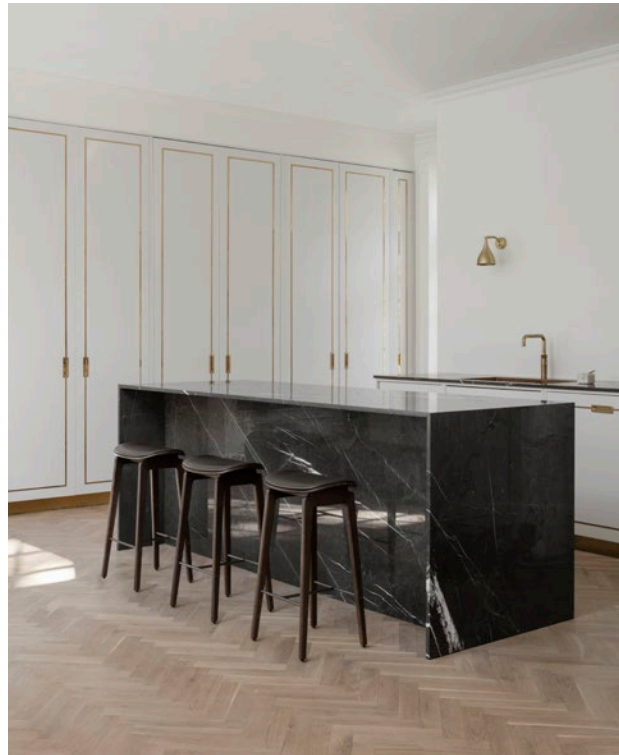
1



2



3



4

5



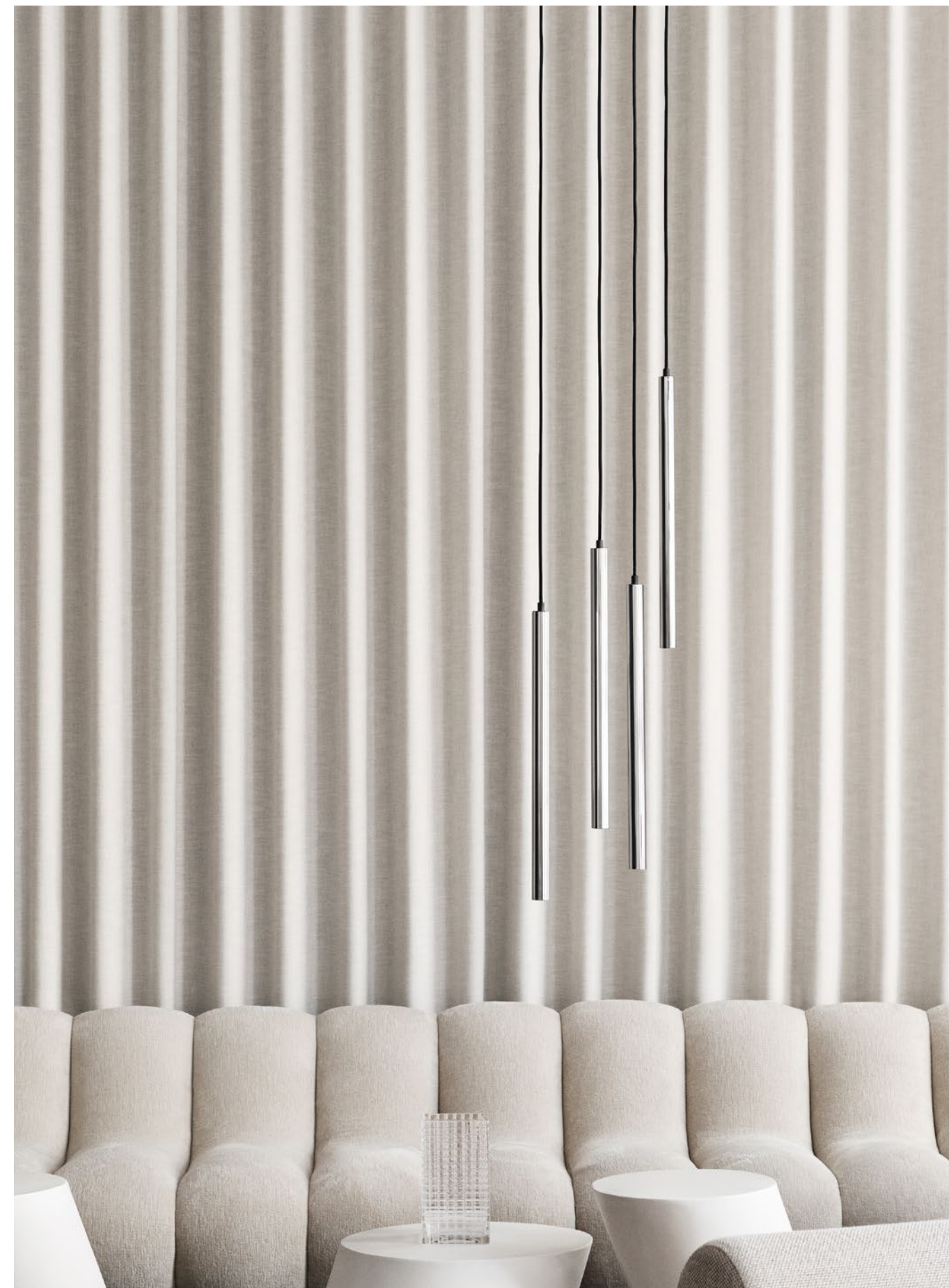
OKU

Oku draws its name from the Japanese word for oak, 'Ōku,' reflecting the essence of the design. The table plays with the interplay of light and heavy, appearing paper-thin from one angle while revealing its solid form from another. The Oku tabletop is produced in oak veneer with rounded edges, while the legs, crafted from turned oak, are positioned offset to create the illusion of a floating surface.



PIPE

The Pipe Pendant is an energy-saving lamp made from traditional steel pipes and features and includes a LED bulb. The Pipe series is formed by the inspiration of the industry, where pipes are often necessary for daily operations. The lamp is available in three different lengths and colors.



QUARTZ

Quartz is a versatile stone-like object, suitable as a side table, plinth or sculpture. Inspired by the natural crystal shape of the quartz stone, Quartz changes its appearance when seen from different angles. Owing to the raw materiality of hand-painted reinforced fiber concrete, the surface of Quartz has a unique and tactile texture.



RIFF

The Riff Sofa is a study of the classic modular sofa, elaborating on its simple boxy modules. The word 'Riff' comes from the world of jazz music and refers to a short, repeated phrase or melody that musicians borrow and elaborate on during a performance. The fluted upholstery of the back adds a certain rhythm to the minimalist sofa modules, transforming the modular sofa into a refined piece of furniture.



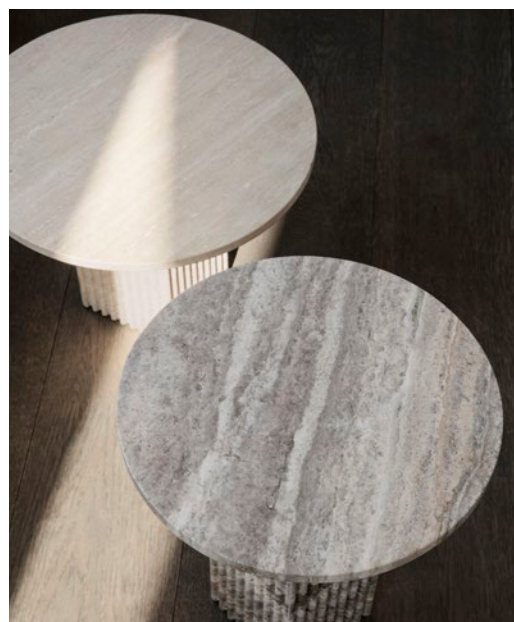
SAMURAI

The Samurai chair is a low-slung lounge chair inspired by Japanese wood joinery and the Danish stick chairs of the 70s. Turned oak sections and high-quality saddle leather create a robust, supportive, and comfortable seat.



SOHO

The Soho table embodies the essence of architectural craftsmanship, drawing inspiration from the distinctive facades in SoHo, New York. The idea for the design was sparked during a stroll through the neighborhood, where the fluted building facades left a lasting impression and is directly reflected in the fluted column that forms the core of the table.



A hint of New York

Crafted from travertine, the table features a column and a tabletop, designed to contrast each other. The tabletop, thin and light, stands in stark contrast to the column's robust and fluted base.



STUDIO

The original concept for Studio drew inspiration from the sunken lounge sofas of the 1970s. Its aim was to infuse the relaxed, laid-back essence of lounging into the design, while offering a higher degree of modernity and flexibility. Featuring a versatile yet simple system of modules, Studio offers a variety of options to form numerous settings, shapes and styles.





Crafted in Northeast Italy

Considerable time and effort have been dedicated to ensuring the right comfort without compromising the look of the fluted upholstery. Achieved through a soft foam blend, Studio offers an unparalleled level of comfort.







1



2



3



4



5

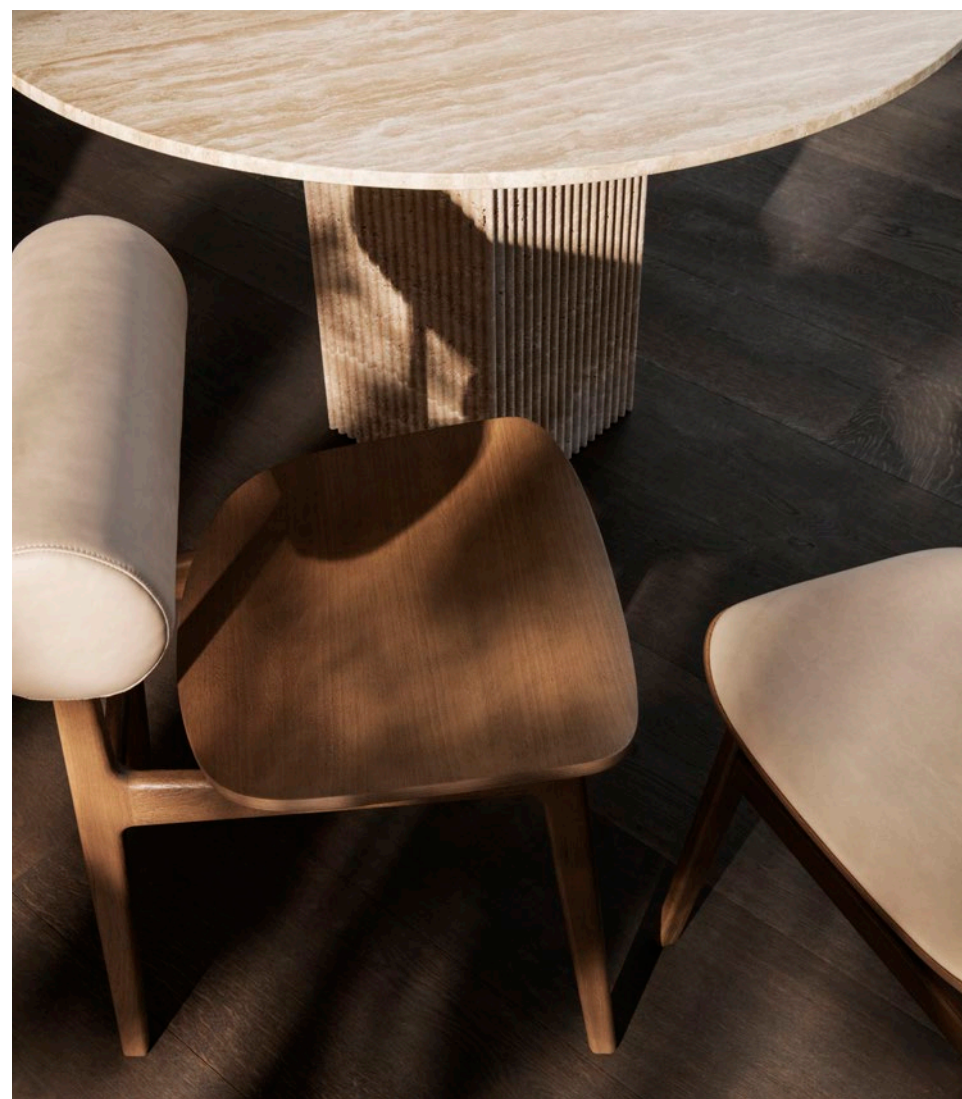
TILT

The Tilt table plays with the illusion of balance, making it look as though it's on the verge of tipping over. While it functions as a table, Tilt is equally a sculptural form, making it multipurpose - it could easily serve as a pedestal or even a standalone sculpture. Considerable effort has gone into finding the right weight and balance point, ensuring that the table stands as stable as any traditional table, despite its unconventional form.



TOTEM

Totem is an easy-going chair designed with a light and informal expression. Its round back encourages freer and more relaxed sitting positions than traditional chairs. Whether leaning back casually or resting the arms comfortably on the rounded back, Totem accommodates diverse sitting styles. Its lightweight design is apparent not only in its appearance but also in its ease of lifting and moving around, making it an ideal choice for spaces that require flexibility.



OUTDOOR

Experience the allure of an outdoor sanctuary inspired by the atmosphere of indoor lounges. Ideally suited for living, socializing and relaxing, the Studio Sofa, Hippo Chair and Hippo Lounge Chair have been specially designed for outdoor areas.



Bringing the magic of indoor lounging to the open-air

Imagine an outdoor scenario where you want to stay seated. The Outdoor series is designed to offer the same comfort as the existing collection.



Resilience against general wear and tear

The Outdoor series comes in two variants of OEKO-TEX-certified Savane upholstery from Sunbrella, as well as the advanced protected leather LEISURE from Sørensen Leather.



PRODUCT OVERVIEW

CHAIRS



NY11 CHAIR
p. 76



ELEPHANT CHAIR
p. 22



ELEPHANT ARMCHAIR
p. 22



BUFALA CHAIR
p. 16



TOTEM CHAIR
p. 104



LANGUE CHAIR
p. 56



LANGUE CHAIR W/ ARMREST
p. 56



HIPPO CHAIR
p. 42

COUNTER & BAR STOOLS



NY11 COUNTER & BAR
without Backrest | p. 76



NY11 COUNTER & BAR
with Backrest | p. 76



ELEPHANT COUNTER & BAR
p. 22



HIPPO COUNTER & BAR
p. 42

POUFS & BENCHES



STUDIO POUF
p. 94



STUDIO BENCH
p. 94



LIÈGE POUF
p. 64



LITTLE BIG POUF
p. 10



LE ROI BENCH
p. 62



BOHO CHAIR
p. 14



FAVE CHAIR
p. 26



FAVE FOOTSTOOL
p. 26



HIPPO LOUNGE CHAIR
p. 42



HIPPO LOUNGE CHAIR
Full Upholstery | p. 42



LITTLE BIG CHAIR
p. 10



BIG BIG CHAIR
p. 10



ELEPHANT LOUNGE CHAIR
p. 22



ELEPHANT OTTOMAN
p. 22



MAMMOTH CHAIR
p. 68



MAMMOTH OTTOMAN
p. 68



MAN LOUNGE CHAIR
p. 70

LOUNGE CHAIRS



NOMAD CHAIR
p. 74



SAMURAI CHAIR
p. 88



LE ROI CHAIR
p. 62

COFFEE & SIDE TABLES



CUBISM COFFEE TABLE
Small | p. 18



CUBISM COFFEE TABLE
Large | p. 18



QUARTZ SIDE TABLE
p. 84



SOHO COFFEE TABLE
p. 90



SOHO SIDE TABLE
p. 90

SOFAS AND DAYBEDS



HIPPO SOFA
p. 42



JAGGER DINING SOFA
p. 48



JAGGER LOUNGE SOFA
p. 48



GEAR COFFEE TABLE
p. 36



GEAR SIDE TABLE
p. 36



GEAR SQUARE COFFEE TABLE
p. 36



TILT COFFEE TABLE
p. 102



TILT SIDE TABLE
p. 102



NEW WAVE SOFA
p. 72



RIFF SOFA
p. 86



STUDIO SOFA
p. 94



OKU COFFEE TABLE
p. 80



FIN SIDE TABLE
p. 28



LE ROI SIDE TABLE
p. 62



GHOST COFFEE TABLE
p. 40



GHOST SIDE TABLE
p. 40



MAMMOTH SOFA
p. 68



MAN DAYBED
p. 70



MAN SOFA
p. 70



DUKE COFFEE TABLE
p. 20

DINING TABLES



OKU DINING TABLE
Rectangle | p. 80



OKU DINING TABLE
Round | p. 80



SOHO CAFÉ TABLE
Ø80 | p. 90



SOHO DINING TABLE
Ø120 | p. 90

DESKS



JFK HOME DESK
p. 54



JFK OFFICE DESK
p. 54

LIGHTING



FUJI PENDANT
p. 30



FUJI WALL LAMP
p. 30



GALLERY PENDANT
p. 34



GALLERY WALL LAMP
p. 34



PIPE PENDANT
p. 82

OUTDOOR



HIPPO CHAIR
p. 106



HIPPO LOUNGE CHAIR
p. 106



STUDIO SOFA
p. 106

OUR MISSION
IS TO CREATE
TIMELESS
PIECES ON
THE LEADING
EDGE OF
DESIGN

NORR11.COM