



MENU

a new way

Making design matter

We believe in making design matter.

Is it possible to make design matter? Yes.
Is it something that happens over night? No.

Our world has changed tremendously over the past 15 years and especially since the economic crisis, brands, businesses and consumers have been trying to adjust to this new kind of normal, self-evaluating and re-defining themselves. What is actually important?

Menu is no different. We ourselves have been doing some soul searching to make it all add up. Is it enough to “just” do great design? What should we dream of?

The economic crisis also exposed the big inequalities in the world and at some point we had an idea. Shouldn't we be the ones stepping up to new challenges now that we have created such a strong brand?

We have already made a lot of changes at Menu, and we have a lot more ahead of us. Making a difference is something we strive to do in all parts of the business - the offices, the designs and the supply- and production methods.

INTRODUCTION

Bjarne Hansen, Creative Director

We will make design matter by creating new products that make a difference to the consumers. Our products should not only be aesthetically pleasing, but also improve processes in our daily lives. We will make design matter through products that evoke true feelings and by combining do-well with do-good.

Our design team has worked intensively on locating partners in developing countries around the world, who we can collaborate with in order to start new productions. Local factories or small co-operations where we can produce good, high quality products and at the same time provide the people involved in the production with a better economic foundation. It should be good business for both them and us.

Through the past year our design department has worked strategically with innovative products that will make a difference in the market place. They have been obsessed with clever solutions and functional details, while still keeping the Scandinavian simplicity and timeless aesthetics that Menu is known for. They have worked with the best designers in the world and always maintained that a new Menu product should either have a new function, a new material or a new production method to become a true Menu product.

Working at Menu is not something you just randomly do 37 hours a week to get your pay cheque. It should be something more, and we hope it is. It's about taking pride in working towards changes and working to make good quality design that matters. We believe that a strong sense of making a difference is something that will drive us all to success.

Are we going to save the world by doing this? No.
Are we going to try anyway? Oh yes.



**We believe in making
design matter** through innovations that
make a difference. **Let's be original**





We believe in making design
matter by creating products that evoke
true feelings. **Let's be passionate**

**We believe in making design
matter** by combining do-well with
do-good. **Let's be responsible**



Flip Around Table. **Design by Norm**



Flip Around
The world's first traytablestool

Love, love, love





A new look

New MENU identity

Our new logo has a classic and elegant look with soft feminine details.
The typeface is modern, international and aesthetic.
All letters elegantly proportioned.



MENU

Menu corporate typeface

THE WAVE

Light

Regular

Demibold

Bold

A B C D E F T G I J K L M N O P Q R S T U V W X Y Z Æ Ø Å

a b c d e f t g i j k l m n o p q r s t u v w x y z æ ø å

0 1 2 3 4 5 6 7 8 9



MENU

Terracotta Pots

Design by Benjamin Hubert

Makes easy living look like hard work.



MENU

Gridy Me Mirror

Design by **Gridy**

Look at it and think of me





NORM



Menu News

Additions uncensored design with a purpose
Spring 2014



MENU
NEW DESIGNERS AFTERROOM



making design matter



BOTTLE GRINDER
DESIGN BY **NORM**

It's for salt & pepper dammit.



making design matter



MENU PEDAL BIN

Design by **Norm**

Just a slight tap to the pedal and the lid gently opens. Soft, silent and without ever striking the back wall with a loud and echoing BAM!! Pedal Bin is pretty un-dramatic in that way. Which is kinda nice. You want a bin to be steady, sleek and beautiful, not dramatic or noisy.

making design matter



MENU POTS

DESIGN BY B. HUBERT

Makes easy living look like hard work.

making design matter





Grey is the new black

Our New photo universe

A new and modern era

One wall sets a stage, two walls create a corner and three makes the room. We fill the room with personality, furniture and design. Focus on details, close-ups and unexpected angles – taking the room outdoors and the outdoors in.

The new, modern era of Menu photos gives us a wide range of possibilities for beautiful pack shots. Flip the pages to see some of them.





Pack shots



Soft packs



MENU
Pillows
Design by Christina Julsgaard



Location photos

Soft location





New stationary

Clean design and aesthetics. Love, love, love.





New packaging
- A new and spectacular
way of presenting.



Waterbottle with copper lid. **Design by Norm**



Weight Here. **Design by KiBiSi**



Höst

A restaurant for our dinnerware



We created a distinctly urban restaurant with obvious romantic and rural references. Höst is an embodiment of the clash between romanticism and modernity. A space of multiple stories intertwining and correlating to form an inspirational and aesthetic universe for all senses.



Höst and **New Norm Dinnerware**
A symbiotic relation of contrasts

New Norm Dinnerware. **Design by Norm**



More Höst

More about New Norm Dinnerware

An obvious and reoccurring characteristic of both concept and cooperation is the juxtaposition of elements. Höst is rustic gone simplistic. Rural gone urban. Past gone contemporary.

The classic virtues of Nordic cooking have found its contemporary counterpart at Höst. In the kitchen traditional ingredients are combined with the visions characterizing New Nordic Cuisine. And in the restaurant loads of green plants, woolen blankets and the warmth of used wooden planks soften and complement the tight no-nonsense architectural aesthetic so distinct for Norm. Furthermore, Norm has ventured into sustainable interior design by implementing details such as cut-up Euro-pallets, vintage lamps and even windows from an old hospital.

Norm and Menu have designed and produced New Norm Dinnerware exclusively for Höst, and if you dig deep you will find a hidden world of Scandinavian taste. On several levels modernity and interaction become evident in New Norm Dinnerware. The multitude of parts, materials and colours provides numerous possibilities and expressions, and when you flip over certain parts, you will find an entry to www.newnorm.dk, an online inspirational universe of everything distinctly Scandinavian - from moods and designs to products and recipes.

The juxtapositions found throughout Höst and New Norm Dinnerware serve as the foundation for a symbiotic relation that comes to define what is “New Nordic”: timeless aesthetic rooted in traditions and driven forward by visions.





**A new way
to display**



The idea with this furniture system is that it can come in different materials and colours to adapt almost any situation. It could be in dark wood with brass fitting and become an exclusive piece of furniture or it could come in a colour that would match a certain theme in the shop or at home.

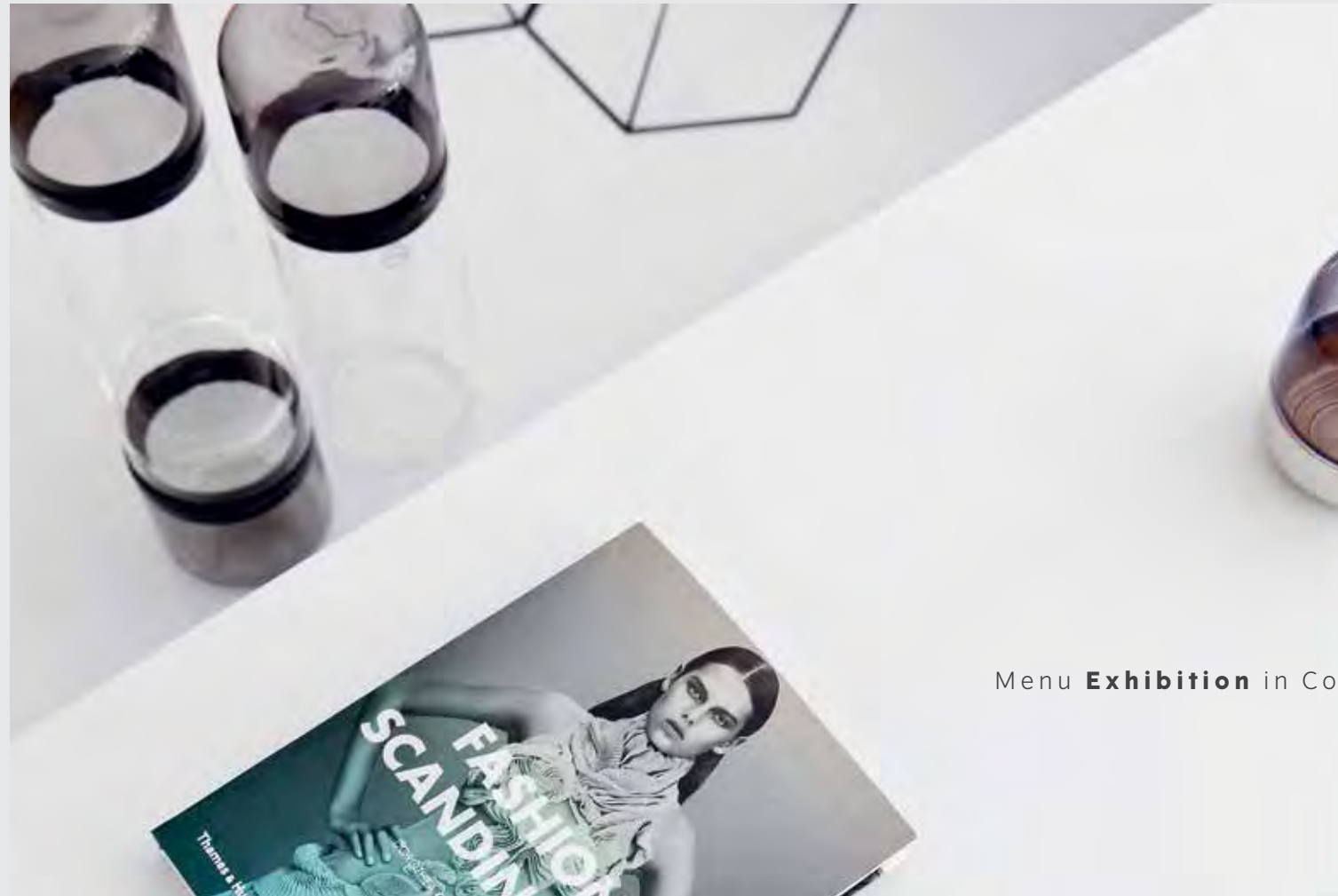


The system can be transformed into almost any type of structure. Just like a scaffolding system. It can become a shelf, a table, a coat rack, a lighting display or even a small house or shop in shop module. The possibilities are endless.

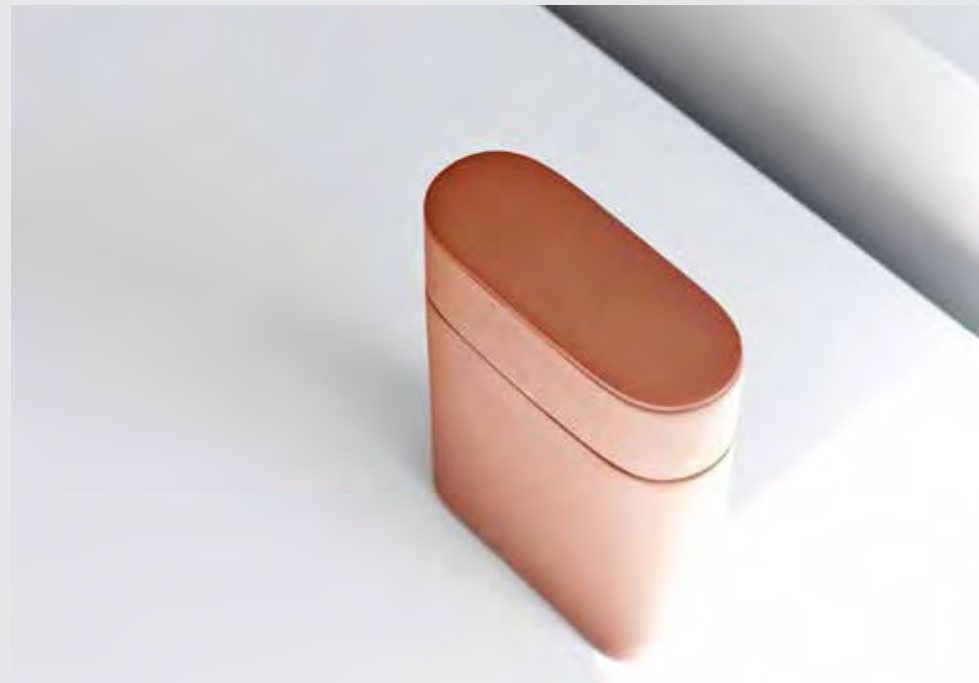




Our **conceptstore** in Fredensborg



Menu **Exhibition** in Copenhagen



A new way of thinking design

Elements from the design philosophy

Design approach

Soft minimalism / a new way of thinking design

Jonas Bjerre-Poulsen, Norm

New Design Director

We love minimal design. We are obsessed with clever solutions and functional details. We focus on the creative and imaginative as well as the usable. We balance creativity with commercialism. We bridge innovation, curiosity and affordable luxury. We focus on details and fine materials rather than big and expressive.

Think simplicity, humanized function and low cost production. Clean lines and emphasis on craftsmanship and practicality. A palette of natural tones and warm hues. Modern, understated and crafted crisp minimalism.

Design matters when a product meets a real need. When it is produced in a community where it makes a difference. When it's timeless and made from natural honest materials. When it is either original in function, shape, production method or material combination and when it speaks to all the human senses.



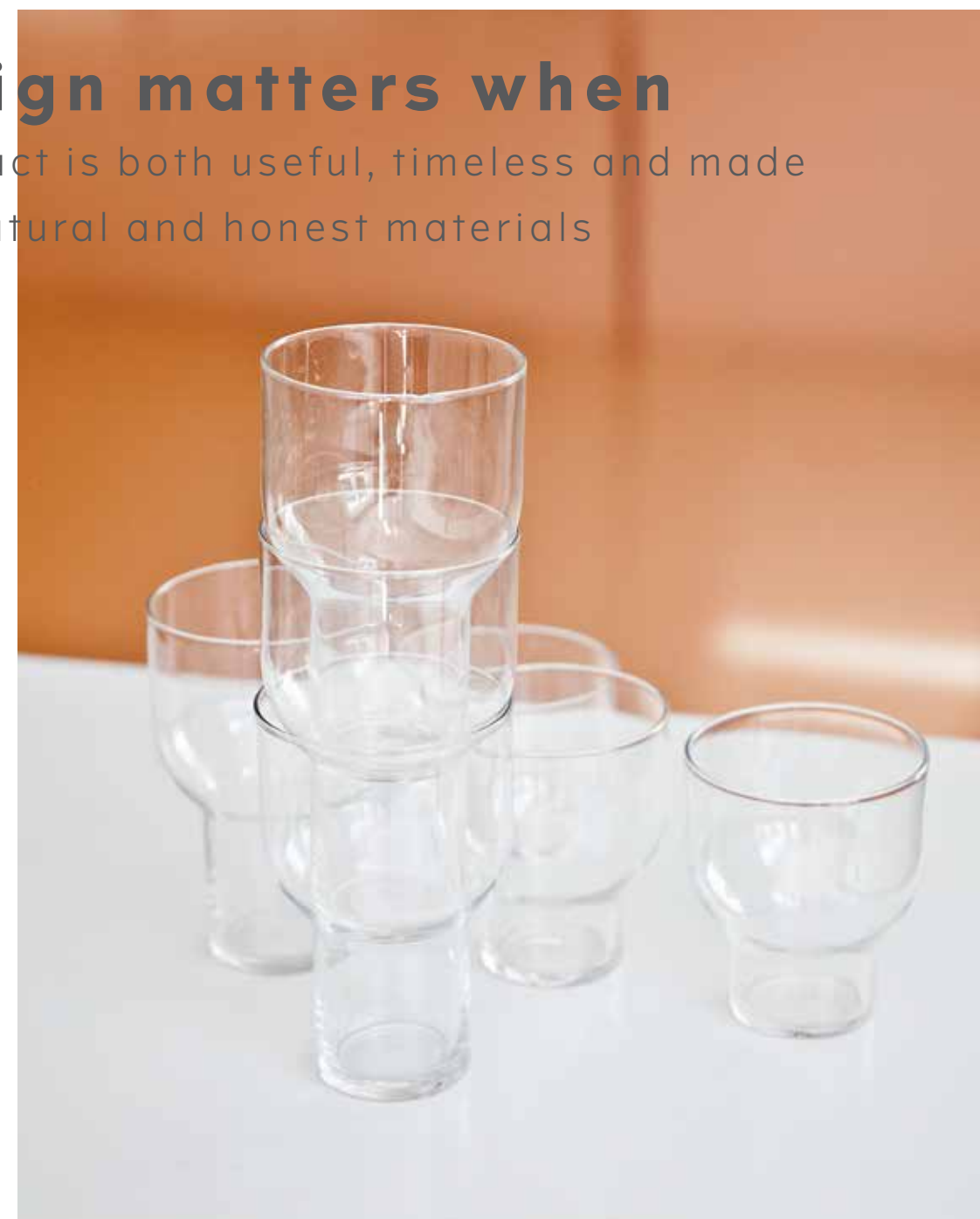
Design matters when
a product meets a real need

Design matters when

a product is produced in a community where it makes a difference and improves quality of life

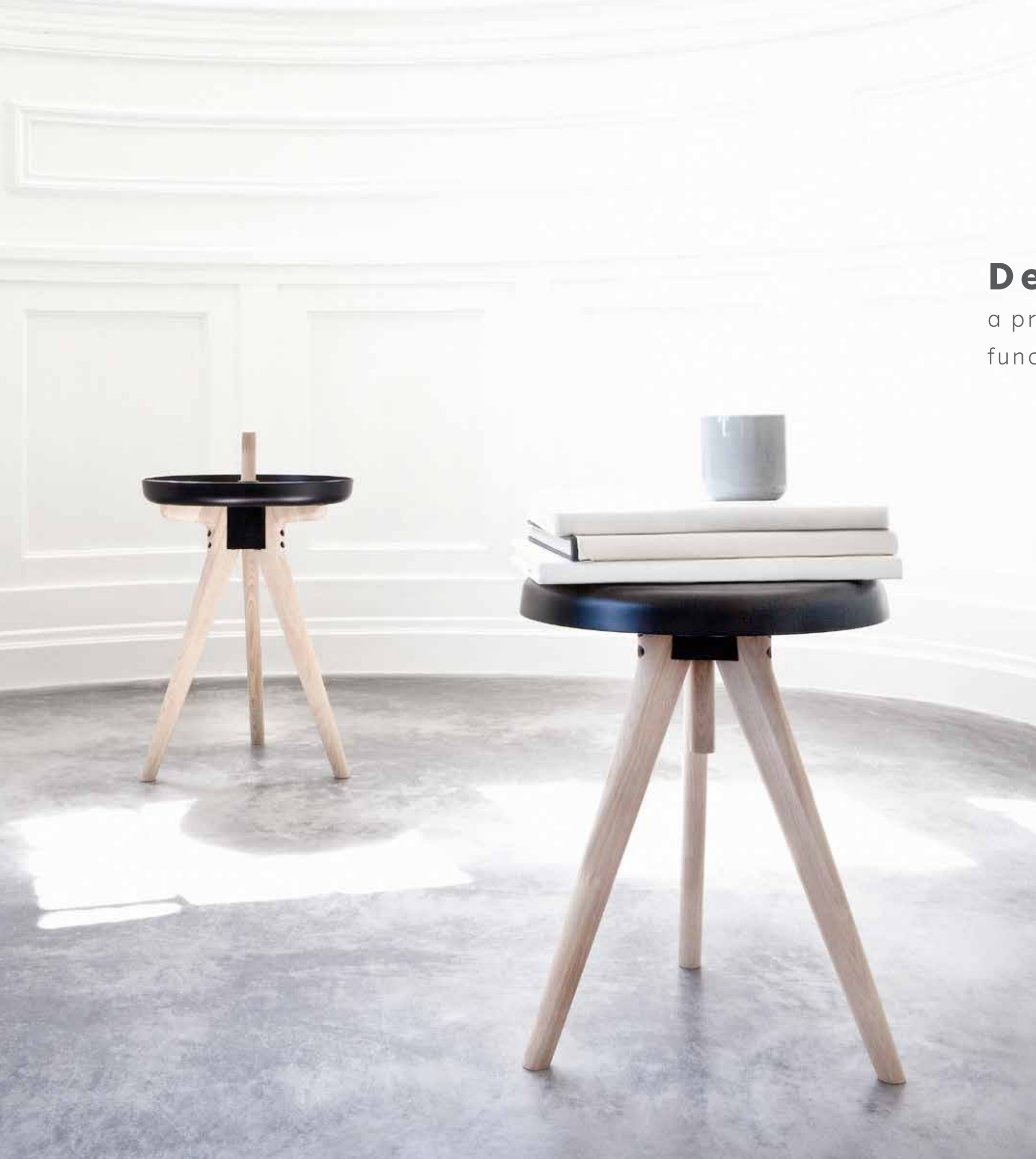
Design matters when

a product is both useful, timeless and made from natural and honest materials



Design matters when

a product is either original in shape,
function or material combination



“We want to arrive at the maximum of expressivity with the minimum of expression”.



Design manifesto

Norm Architects

Minimalism is not a modern style. Minimalism has been the norm in many cultures all over the globe since the beginning of civilization. People have strived continually for material property as a way to inner luxury. Reduction and perfection have been the main goal for both craftsmen and inventors – because avoiding the irrelevant meant emphasising the important.

All too often people think of design in terms of added grandness. But it is often the plain or the reduced that is the most striking.

In our work we aim for geometrical purity, a simple naturalness and a reduced authenticity for a sense of calm and repose. We want to arrive at the maximum of expressivity with the minimum of expression. In an era dripping with images, forms and sound, to reduce ends up being the most eloquent gesture.

We try to balance the visual, the tactile and the sensual to create an unusual but harmonious experience. We bridge the masculine and the feminine with an obsessive attention to detail. And we aim at creating functional objects that do not only meet the need, but also provide joy. We call it soft minimalism.

We strive for timelessness in our work. Tendencies come and go. Products should not only be durable because they are made from good materials. They should also be aesthetically durable in the sense that you can keep on looking at them and continue to find them interesting.

A new way of collaborating

We live and breathe design everyday. We believe in good teamwork, strong independant individuals and true engagement. We work with the most dedicated, successful and profiled people from all over the globe. Meet a few of them here!

Benjamin Hubert

London based designer

Iconic and innovative.



Benjamin Hubert

The London based studio specialises in industrial design across furniture and lighting sectors working with international manufacturers across Europe and Asia.

The studio works on a diverse range of projects including both mass/batch produced consumer products and limited edition / one off's.

Benjamin Hubert has received international critics and media acclaim and has been exhibited internationally.

Benjamin has also received a number of prestigious awards including: Design of the year (British Design awards 2010) Best Product (100% design/Blueprint awards 2009) Homes and Gardens Young designer Year (Design Classic awards 2010) and EDIDA International Young Designer of the year 2010.

Jonas Wagell

Stockholm based designer

My design work is focused on functional items rather than artistic objects. I appreciate products that can be used every day and become part of people's lives.



Q&A

Jonas Wagell

Your nationality? Swedish.

What's your favourite colour? Black!
Or blue. Or green.

What's your favourite design object?
Well, I have to say the iPhone. Because I use it all the time for all type of things. It's not so much about the physical design, but rather the intuitive user interface and its functionality.

What's your favourite city? It's New York City, for many reasons. It's a place where so many people and cultures come together in a dynamic mix. I love the combination of worn down joints and fancy shops, and everything in between. I studied in Manhattan for a semester many years ago and I'm constantly longing back ever since.

Who is your favourite designer?
I appreciate many designers, but I like Ettore Sottsass for the way he used colour and form without excusing it with function - and Jasper Morrison for using minimal form to achieve functionality with strong aesthetics.



Afterroom

Stockholm based design studio

We like bright, soft, simple, clean and peaceful.



Q&A

Afterroom

Your nationality? We're from Taiwan, now working for our studio AFTERROOM based in Stockholm.

What/who influences you and inspires your work? We would say our cultural background. It is very different from European, especially the ways of thinking and working.

What do you think is the most important thing to consider as a designer? Designers should keep on doing beautiful things and don't look back.

Tell us about the design you have done for Menu? There are several things on the way now, and they are all different. The common things are they all share the same qualities of simplicity, and we have taken inspiration from classic Scandinavian features.

Cecilie Manz

Copenhagen based designer

I collect details, shapes, colours and textures in a passionate way.

Q&A

Cecilie Manz

Your nationality? Danish.

What's your favourite colour? Yellow is very dear to me; ochre-, straw-, lemon-, neaples-yellow. It suits another favorite tone of mine, grey, very well.

What's your favourite design object? Naming one of whatever is never really great for me – I collect details, shapes, colours, textures in a passionate way; therefore a whole 'theme' is easier to name: baskets (could have been 'tools' or 'lacquerware' too). Baskets are made to fulfill a very simple purpose: to carry something around. They come in endless variations reflecting culture, time and tradition. To me a perfect tool and seldom designed by a designer.

What was your favorite thing to do as a kid? Playing outside, building, drawing, watching my parents work.

What's your favourite city? When I'm in Copenhagen it's Copenhagen.

What/who influences you and inspires your work? Everyday life carries loads of 'briefs' and inspiration. The challenge is however not to design ONLY for your own needs but also to be able to read what's relevant in general.





Gamfratesi

Copenhagen based Danish/Italian design duo

Our work is balancing between the traditional and surprising.



Q&A

Gamfratesi

Your nationality? Danish.

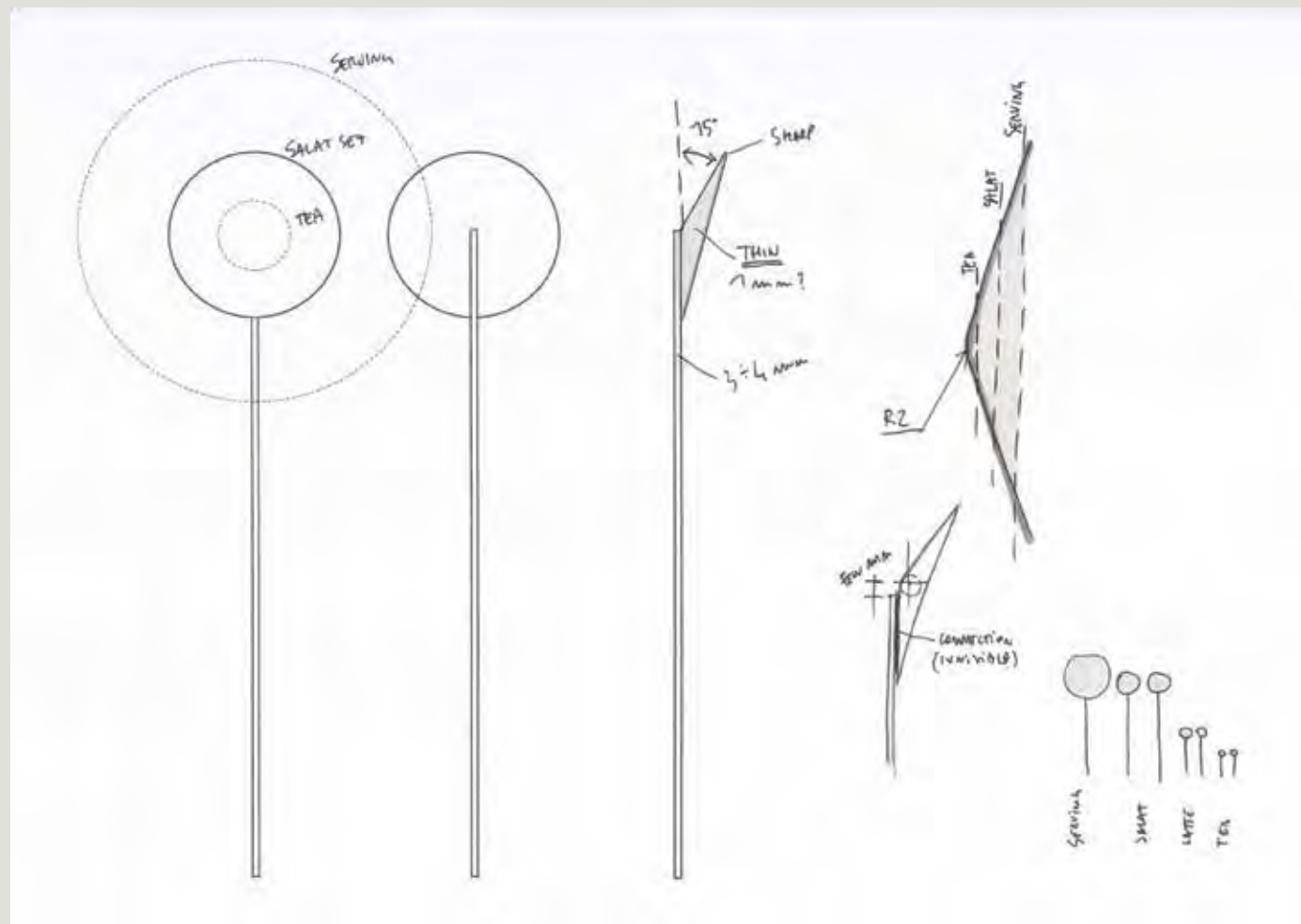
What/who influences you and inspires your work? Contrasts are often the center of our inspiration. Both in work and daily life we are constantly confronted with contrasts, and we do work a lot with references and respect to traditions in both our cultures. We both have roots in strong design cultures. Studying, researching and moving constantly between our two countries will also show in our work.

What is the most important thing to consider as a designer? Curiosity in general should be a feature always present in the spirit of the designer. To carefully explore space, people and materials, is the only way for us to understand and appreciate what is around us.

Tell us about the design you have done for Menu? Our work is balancing between the traditional and surprising. Often it takes just a small detail to achieve or break an expression, and we are very curious about that. In the different projects for Menu our studio have worked with the meeting of traditional objects adding a surprising function or detail.

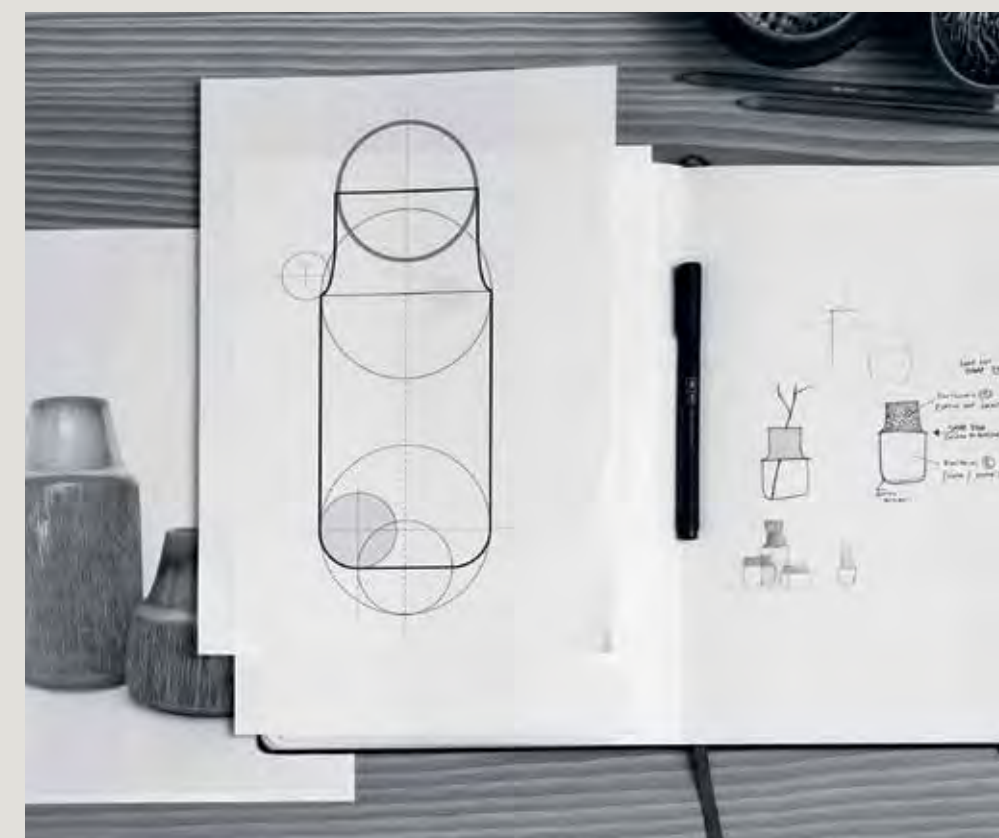
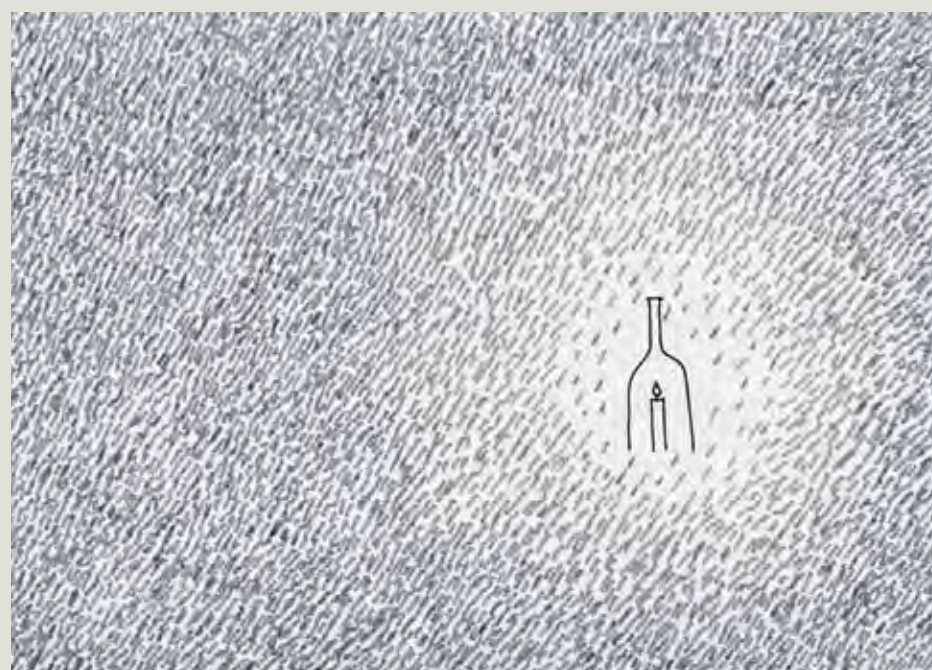


Another project is a series of candle holders inspired by the classic archetype of a bottle. The profile of the bottle is designed following sharp lines with a defined “cold cut” on the top of the bottles. A gradient colour on the surface at the bottom of the bottle hides candle and candle holder inside, giving the appearance of a classic decorative object even when not in use with light. The traditional “message” in a bottle is then reinterpreted as a message of light.



With more relation to the kitchen universe, we wanted to create a set of salad servers, spoon, and teaspoons made in metal. While keeping their functionality, they express themselves with a pure and iconic aesthetic. A highly aesthetic object, obtained by the union of simple shapes to create small sculptures to place in a vase when not in use.

The Surface project is a series of tableware designed with particular surface treatments on the same piece, reaching an attractive and innovative aesthetic. In fact the series is inspired from 70's traditional porcelain/stoneware vases.





Note design studio

Malmö based design group

The colours are of equal importance as the shape of the object, sometimes even more important.

Q&A

Note design studio

Your nationality?

Swedish and Italian.

What/who influences you and inspires your work?

We influence each other and I believe that we inspire each other to raise the design level in each project and to push ourselves further and further towards our goal, world domination :) Our inspiration seldom comes from the “design world”, our moodboards often consists of art, materials, color samples and normally not other designers’ work.

What do you think is the most important thing to consider as a designer? We can’t speak for all the designers out there but for us it is very important to be true to ourselves and go our own way. We want to put a smile to the users face, a friendly and welcoming sensation that follows through the whole experience of the product or interior. We want to affect people in a positive way.

Tell us about the design you have done for Menu? POV is a very tender and “graphical” candleholder. You can choose one of the progressive colours to use it as a strong visual object on your table or you can choose a more mellow toned color to let it blend in with the setting. The POV is modular and can be used to build patterns on the dining table and it can be hung on the wall as a graphic interior detail. The name POV is short for Point Of View and from the front it looks like a 2D visualization of a 3D cube. Try it :)

What’s your favourite colour? We put a lot of emphasis when it comes to designing with colours. Our design process is very democratic and the most time consuming part of the process is, without a doubt, the colour debate :) The colours are of equal importance as the shape of the object, sometimes even more important.



KIBISI

Copenhagen / New York based Design Trio

We like design that is a clear expression of its idea.



Q&A

KIBISI

Your nationality? Danish.

What's your favourite colour? Black on white like our logo.

What's your favourite design object? I like designs that are a clear expression of its idea – e.g X-table and Biomega Boston.

Tell us about the design you have done for Menu? Weight Here is a family of candleholders featuring distinct historic references to the iconic typology of chamber candlesticks and candelabras. The designs revisit the standard candlestick appearance and dimensions, and are natural extensions of these made to fit today's candles. The cast iron parts acknowledge historic artisanal techniques and the Polystone references is our link to modern architecture. Candlesticks with a grounded feel and a solid no-nonsense appearance.

Selected items

The best of all the great

Design matters when
a product meets a real need.

New Cobber Pendant. **Design by Grethe Meyer**
Weight Here. **Design by KiBiSi**
New Norm Dinnerware. **Design by Norm**



Kaki. **Design by Kenyon Yeh**



Hurricane. **Design by Norm**
Vase. **Design by Hanna Willmann**
New Norm Mini Bottle. **Design by Norm**



POV Candle Holder. **Design by Note**



Pillows. **Design by Christina Julsgaard**



Pillows. **Design by Christina Julsgaard**
Terracotta Pots. **Design by Benjamin Hubert**
Flip Around Table. **Design By Norm**
New Cobber Pendant. **Design by Grethe Meyer**

Design matters when
a product is produced in a community
where it makes a difference

Blade Carbon. **Design by Design Wright**



Wine Breather. **Design by Norm**







Fire Hurricane. **Design by Norm**



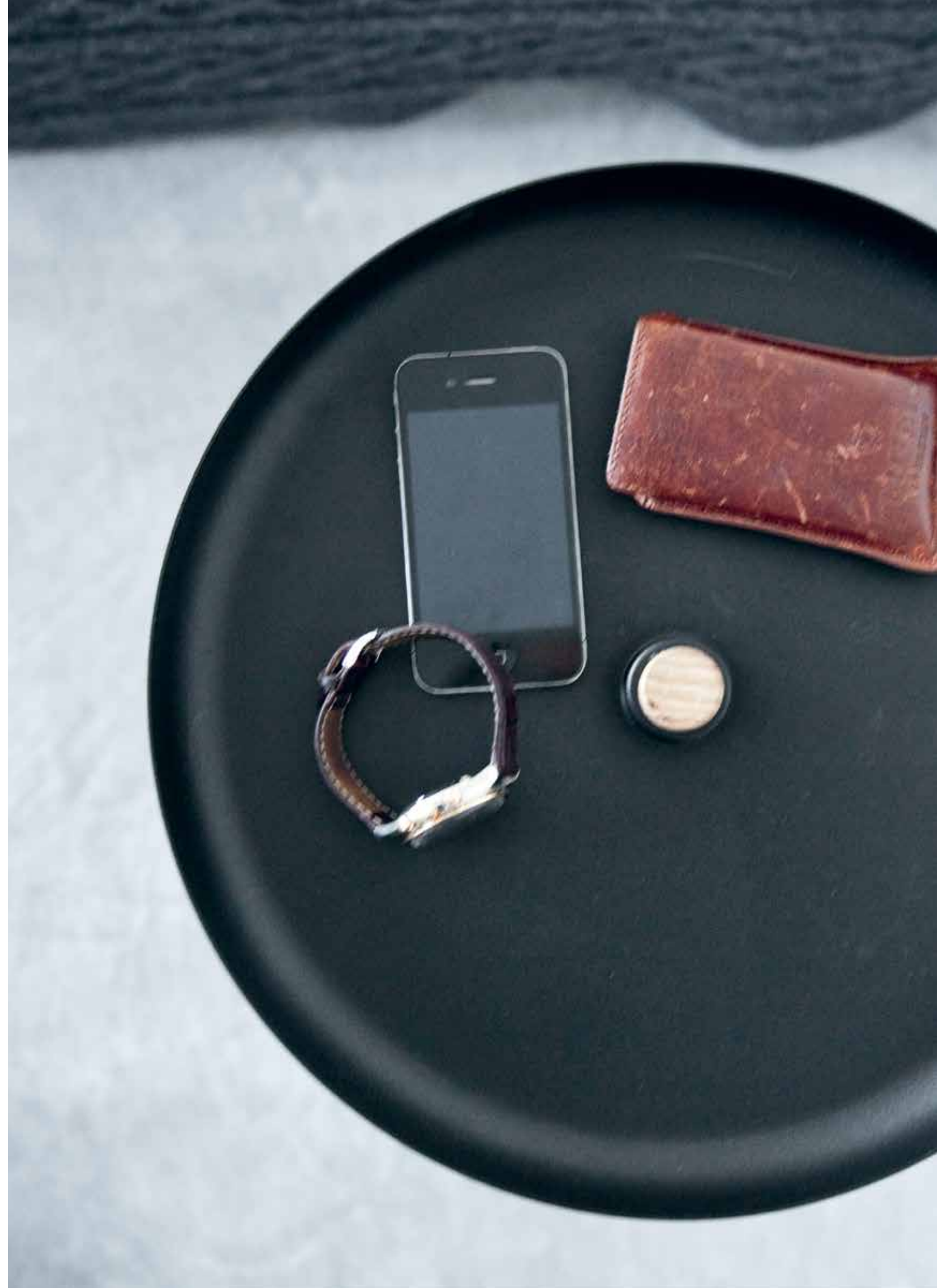
Wine Breather. **Design by Norm**
Weight Here. **Design by KiBiSi**
Stackable Glasses. **Design by Norm**

Design matters when
a product is both useful, timeless and
made from honest materials

Flip Around Table. **Design by Norm**



Flip Around Table. **Design by Norm**





Flip Around Table. **Design by Norm**





Design matters when
a product is either original in shape,
function or material combination



Stitches. **Design by Gry Fager**





Stitches. **Design by Gry Fager**



New Norm Dinnerware. **Design by Norm**





New Norm Dinnerware. **Design by Norm**

Bottle Grinders. **Design by Norm**

Höst menu **april 2013**

New Norm Dinnerware. **Design by Norm**



Bottle Grinders. **Design by Norm**



Design matters when
a product improves quality of life





Design matters when
a product is produced in a community
where it makes a difference

Multi Basket. **Design by Norm**



Fire Basket. **Design by Norm**



Fire Bucket. **Design by Norm**





Fire Bucket. **Design by Norm**

Design matters when
a product is produced in a community
where it makes a difference



Bath. Design by Norm





Bath. **Design by Norm**





Towel Ladder. **Design by Norm**

Design matters when
a product is either original in shape,
function or material combination



Pots. **Design by Benjamin Hubert**





Weight Here. **Design by KiBiSi**





Howdy Owl. **Design by A. Engesvik/Stokke-Austad**



Design matters when
made from honest materials



Summary
the essentials

Making design matter

We believe in making design matter through innovations that make a difference. Let's be original

We believe in making design matter by creating products that evoke true feelings. Let's be passionate

We believe in making design matter by combining do-well with do-good. Let's be responsible

Design matters when ...

- Design matters when
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- Design matters when
a product improves quality of life

Are we going to save the world by doing this? No.
Are we going to try anyway? Oh yes.

Thank you so much for lending us your cool prototypes!

Wine photo

Dark wood chair: Kevin Josias og Bjarke Frederiksen,
www.kevinjosias.com, www.bjarkefrederiksen.com

Wood table: Basalt Indretning, www.basalt.dk

Outdoor photo

Chair in wood and metal: Alvilde Sophie Rudbæk Holm,
www.alvildeholm.dk

Bath photo, 1

Wall lamp: Lampe Gras, www.roomstore.dk

Wood chair: Brian Ulbrichsen, www.brulb.dk

Sink and mixer tap: Odorico Studio, www.odoricostudio.dk

Bath photo, 2

Bathtub: Spa Centret, www.spacentret.dk

Mixer tap: Odorico Studio, www.odoricostudio.dk

Floor lamp: Fil de Fer, www.fildefer.dk

Dining photo

Table w. metal legs: Sara Lambæk, www.saralambæk.com

Pillow photo

Metal chair: Brian Ulbrichsen, www.brulb.dk

Day bed: Anita Johansen, www.anitajohansen.com

Black table lamp: Kevin Josias, www.kevinjosias.com

Bookcase and desk photo

Brass lamp: Restart Milano, www.karakter-copenhagen.com

Small mirror photo

Jewellery: Schelde Me & Ma, www.meandma.com