

# NEWS SPRING 2012

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menu



WITHOUT NATURE  
THERE IS NO BEAUTY

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**menu**



## **PIPE HURRICANE HORIZONTAL, 4-PACK**

DESIGN BY PERNILE VEA

RRP € 69,95

Rec. Industry price € 49,00



**menu**



## **PIPE CANDELHOLDER HORIZONTAL, 2-PACK**

DESIGN BY PERNILLE VEA

RRP € 34,95

Rec. Industry price: € 24,50



**menu**



MENU'S COOL BAG IS A FULLY FUNCTIONAL COOL BAG, DESIGNED BY JAKOB WAGNER WITH THE ATTITUDE OF AN ELEGANT SHOULDER BAG.

Now in a new fresh color combination!



## **COOL BAG GREY/ORANGE**

DESIGN BY NORM

RRP € 59,95

Rec. Industry price: € 42,00





The Bottle Grinder mills more than just salt and pepper. It is a spice grinder, so you can choose to freshly mill larger and more unusual spices in interesting ways. And with the joyous new spring colours, Menu also adds extra spice to the visual look.

**BOTTLE GRINDER SET  
SMALL, 20 CM  
BLUES / GREENS**

DESIGN BY NORM

RRP € 49,95

Rec. Industry price: € 35,000



# NORM WINE FAMILY

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The Norm wine set provides a good and comfortable grip when handling your wine. This set from Menu includes a vacuum pump, an practical wine stopper and a genuine waiter's corkscrew.

## **NORM WINE SET ASH / CARBON**

DESIGN BY NORM

RRP € 49,95

Rec. Industry price: € 35,00





The Norm waiter's corkscrew sits well in your hand. Menu presents a solid wine tool with a good weight to it and a comfortable rubber coated surface that provides a firm grip.

## **NORM WAITERS CORKSCREW**

DESIGN BY NORM

RRP € 29,95

Rec. Industry price: € 21,00



menu



## WINEBREATHER & COOLBREATHER SET

DESIGN BY NORM

RRP € 99,95

Rec. Industry price: € 70,00





Unique form and function have combined to make the New Norm Kettle a hot success. Menu now introduces the Kettle in new shades that match the discrete yet striking character of its minimalistic design: Ash and Storm.

## **KETTLE THERMOJUG 1L, ASH**

DESIGN BY NORM

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RRP € 59,95  
Rec. Industry price: € 42,00





Zen-inspired simplicity of design meets Scandinavian focus on functionality.

The clear New Norm values are evident in the Kettle Thermo Jug and Paint Décor Thermo Cups, making them a perfect match for this new set from Menu.

**KETTLE THERMOJUG, 1L  
+ 2 PAINT THERMO CUPS  
STORM**

DESIGN BY NORM

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RRP € 64,95  
Rec. Industry price: € 45,50



Synthetic felt is perhaps a surprising material to choose for a bread basket. But there is very much a common sense method behind the creative madness, as it features a unique and convenient function: The baskets are easy to wash in the dishwasher – so there is no danger of jam stains making a lasting mark. The food grade felt is lightweight, pleasant to the touch and a joy to use at the table.

## FELT BASKET SET

DESIGN BY NORM

RRP € 29,95

Rec. Industry price: € 21,00



Ø 17,5 + 21,5 + 25 CM



Menu now presents an improved version of Christian Bjørn's ingenious idea of the ovenproof and stackable Owendish porcelain dishes. After extensive research and development to find new materials, the dishes have been made much lighter and easier to handle – not least because of the practical grip rim.

## STACKABLE OVENDISH - V2

DESIGN BY CHRISTIAN BJØRN

RRP € 29,95(S) € 44,95 (M), € 59,95 (L)  
Rec. Inc. Price € 21,00(S), 31,50 (M), 42,00 (L)

Please note that these dishes are NOT packed in giftboxes, but only in master boxes with 4 pcs. We are developing a B2B set with 1 middle size and 2 small sizes dishes in gift box. More info follows later.



# DESIGNER'S CUT BY MENU

**HAY & TRADITION**

**FERM LIVING**

**DESIGNER'S CUT TOM**

**DIXON MAGIS**

**NORMANN**

**COPENHAGEN**

**MUUTO**

**CASA SHOP**

**ILLUMS BOLIGHUS**

**MOMA STORE**

**STELTON**

**GEORG JENSEN**

**BODUM EVA SOLO**

**MENU ROSENDALH**

**IITTALA NUANCE**

**JOSEPH JOSEPH**

**HOLMEGAARD**

**MAGASIN**

**BAHNE INSPIRATION**

**TILBORDS CERVERA**

**ZONE HERSTAL**

**OTHERS...**

**SUPERMARKETS**

**&TRADITION  
ARCHITECT MADE ARTEK  
BLACK+BLUM BLOFIELD  
DANESE DESIGN BY US  
DROOG FERM LIVING  
FLOS HAY KARTELL  
LIGHTYEARS MAGIS  
MUUTO DESIGNER'S CUT  
NEW DANISH MODERN  
NORMANN COPENHAGEN  
SORI YANAGI  
TOM DIXON TONFISK  
VITRA WE:DO:WOOD**



# MANIFESTO

**FREE AND UNCENSORED DESIGN**

**DESIGNER'S  
CUT**  
BY  
MENU

CREATIVITY SPRINGS FROM ARTISTIC FREEDOM. A UNIQUE IDEA, WHICH BY FREE CREATIVE PROCESS IS TRANSFORMED INTO AN ORIGINAL FORM OF EXPRESSION. HISTORY HAS SHOWN THAT PROGRESS AND INNOVATION COME ABOUT THROUGH MANKIND'S UNCOMPROMISING GENIUS AND MADNESS.

UNFORTUNATELY, HOWEVER, THIS CREATIVITY IS ALL TOO OFTEN HAMPERED BY FINANCIAL OR PRACTICAL INTERESTS THAT GO AGAINST THE ORIGINAL IDEA. IT IS THE CLASSIC DILEMMA OF THE ARTIST AND THE DESIGNER.

THE FILM WORLD HAS THE TERM "DIRECTOR'S CUT". IT MEANS THAT THE DIRECTOR HAS EXERCISED FULL ARTISTIC FREEDOM TO CUT THE FILM AS IT WAS ORIGINALLY CONCEIVED – WITHOUT THE FILM COMPANY'S COMMERCIAL INTERESTS GETTING IN THE WAY.

THEREFORE WE ARE INTRODUCING AN EQUIVALENT TERM IN SUPPORT OF ARTISTIC FREEDOM FOR THE DESIGNER.

**DESIGNER'S CUT** presents the product as originally conceived by the designer, without practical or financial considerations suppressing the original idea.

**DESIGNER'S CUT** wishes to support the most creative and unique designs; those that others hesitate to send out into the world. People who wish to redraw boundaries must themselves be open and without bounds.

**DESIGNER'S CUT** recognises that nothing original comes to fruition by suppressing creativity, only by setting it free.

**DESIGNER'S CUT** hails the artistic "edge" and sets new standards for what we associate with original design.

**DESIGNER'S CUT** is the original version for all those who love genuine, "uncensored" design.



# PIN TABLE

DESIGN BY  
ANDREAS ENGESVIK



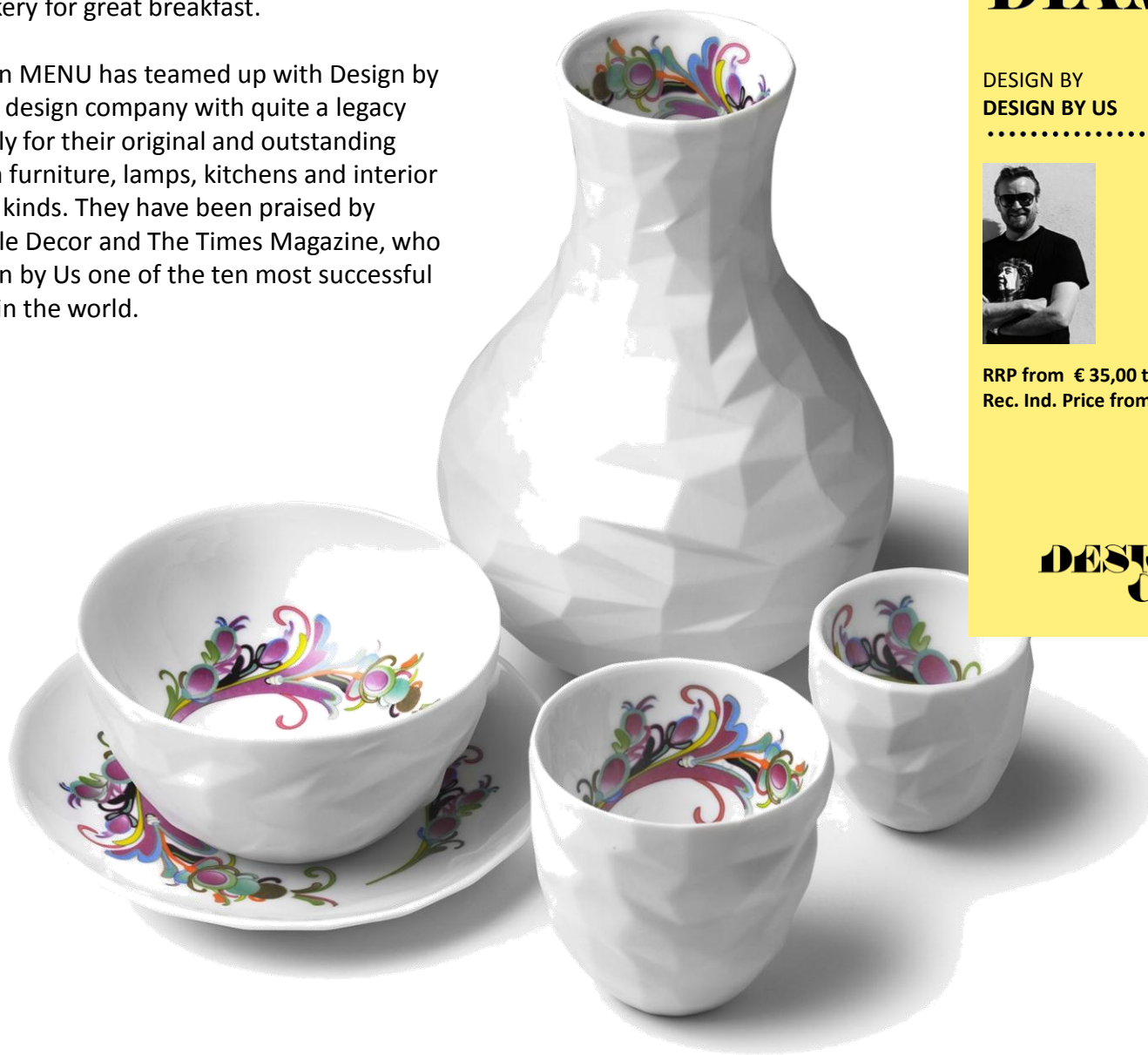
RRP € 100,00  
Rec. Industry price: € 70,00

**DESIGNER'S  
OUT** BY  
MENU

MOBILE DESIGN TABLE FOR FREE URBAN LIVING  
Modern urban life now has its own table that is perfect for a trip to the beach or forest. The table is on a post that you simply push into the ground with the button at the top of the post, instantaneously creating space for a picnic or a good conversation over a cup of coffee.

Raw Diamonds by Us, a set of thermo cup, espresso thermo cup, vase, plate and bowl - cool and truly original crockery for great breakfast.

For the design MENU has teamed up with Design by Us - a Danish design company with quite a legacy internationally for their original and outstanding design within furniture, lamps, kitchens and interior objects of all kinds. They have been praised by Wallpaper, Elle Decor and The Times Magazine, who named Design by Us one of the ten most successful design firms in the world.



# RAW DIAMONDS

DESIGN BY  
DESIGN BY US



RRP from € 35,00 to € 80,00

Rec. Ind. Price from € 24,40 to 56,00

**DESIGNER'S  
CUT** BY  
MENU

MENU HONOURS ORIGINALITY WITH A NEW  
ICONIC SCULPTURE, HOWDY OWL - CREATED  
BY THE SUCCESSFUL NORWEGIAN DESIGNERS  
ANDREAS ENGESVIK AND STOKKEAUSTAD.

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# HOWDY OWL

DESIGN BY  
ANDREAS ENGVIK / STOKKE-AUSTAD

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RRP  
€ 70 (S), 100 (M), 270(L)

Rec. Industry price  
KR. 49 (S), 70 (M), 189(L)

**DESIGNER'S**  
**CUT** BY  
MENU



MENU CELEBRATES THE LEGACY OF ARCHITECTURAL  
MINIMALISM WITH THE NEW BARCELONA BIRD  
PAVILION – AN AVANT-GARDE DESIGN FEATURE FOR  
GARDEN BIRDS.



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**BARCELONA**

DESIGN BY  
**MONIQUE ENGELUND**  
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RRP € 149,00  
Rec. Industry price: € 105,00

**DESIGNER'S  
CUT**  
BY  
MENU



Knowledge in the Brain, Book Ends. Karim Rashid's creative mind is a never-ending source of ideas and striking design. In fact, his own head served as the model for these rubber-coated stone-resin book ends - with a greeting from Karim.

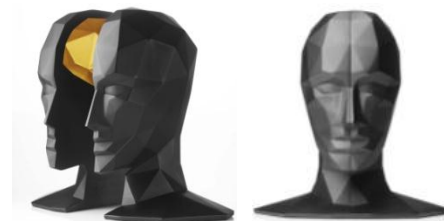
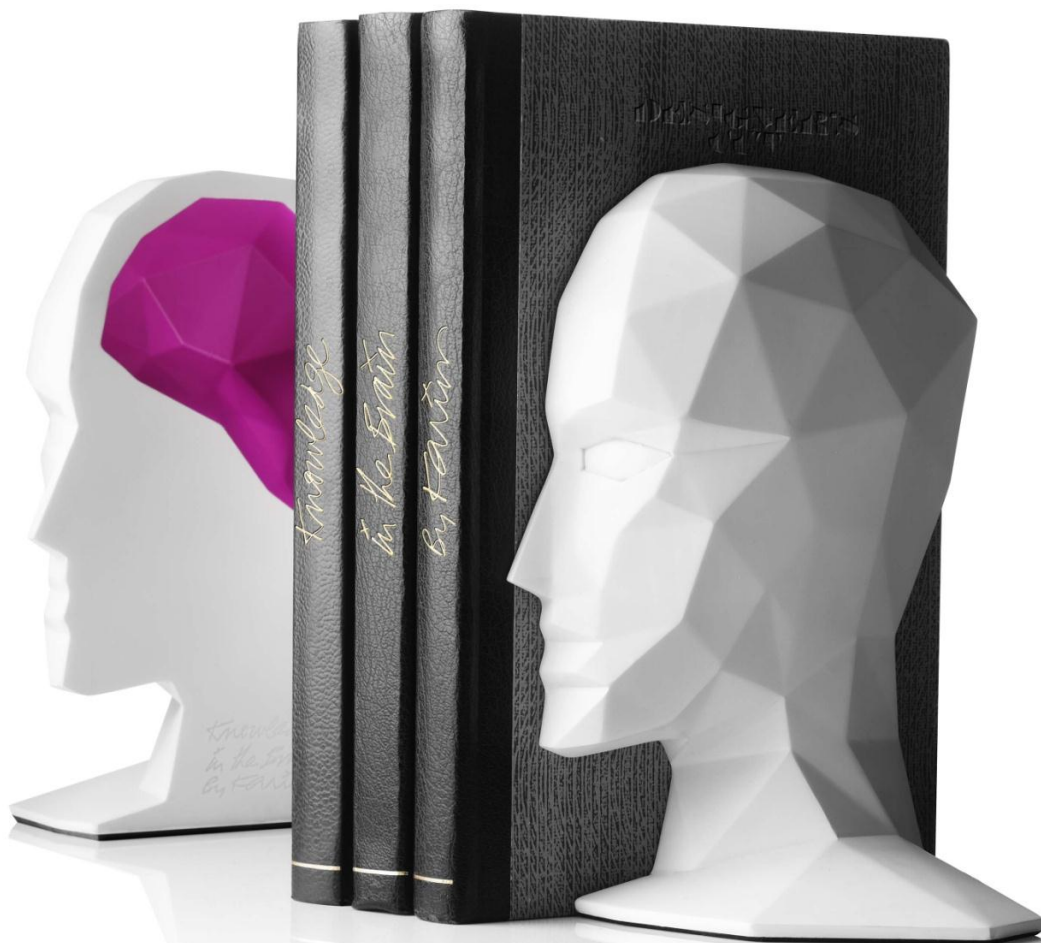
# KNOWLEDGE IN THE BRAIN

DESIGN BY  
KARIM RASHID



RRP € 149,00  
Rec. Industry price: € 105,00

DESIGNER'S  
CUT BY  
MENU





The Book Binder frees books from the traditional shelves and bookcases – while also holding your books together. In short, Menu presents a brand new flexibility.

The principle behind the Book Binder is as simple as it is brilliant: Two end pieces of lacquered wood or raw oak are fastened with an elastic band. So books can stand freely on the floor, kitchen table or dresser. Or wherever is most practical.

# BOOK BINDER

DESIGN BY  
CHRISTOFFER MARTENS



RRP € 50,00 (S), 70,00 (L)  
Rec. Industry price € 35,00 (S), 49,00 (L)

DESIGNER'S  
OUT BY  
MENU

