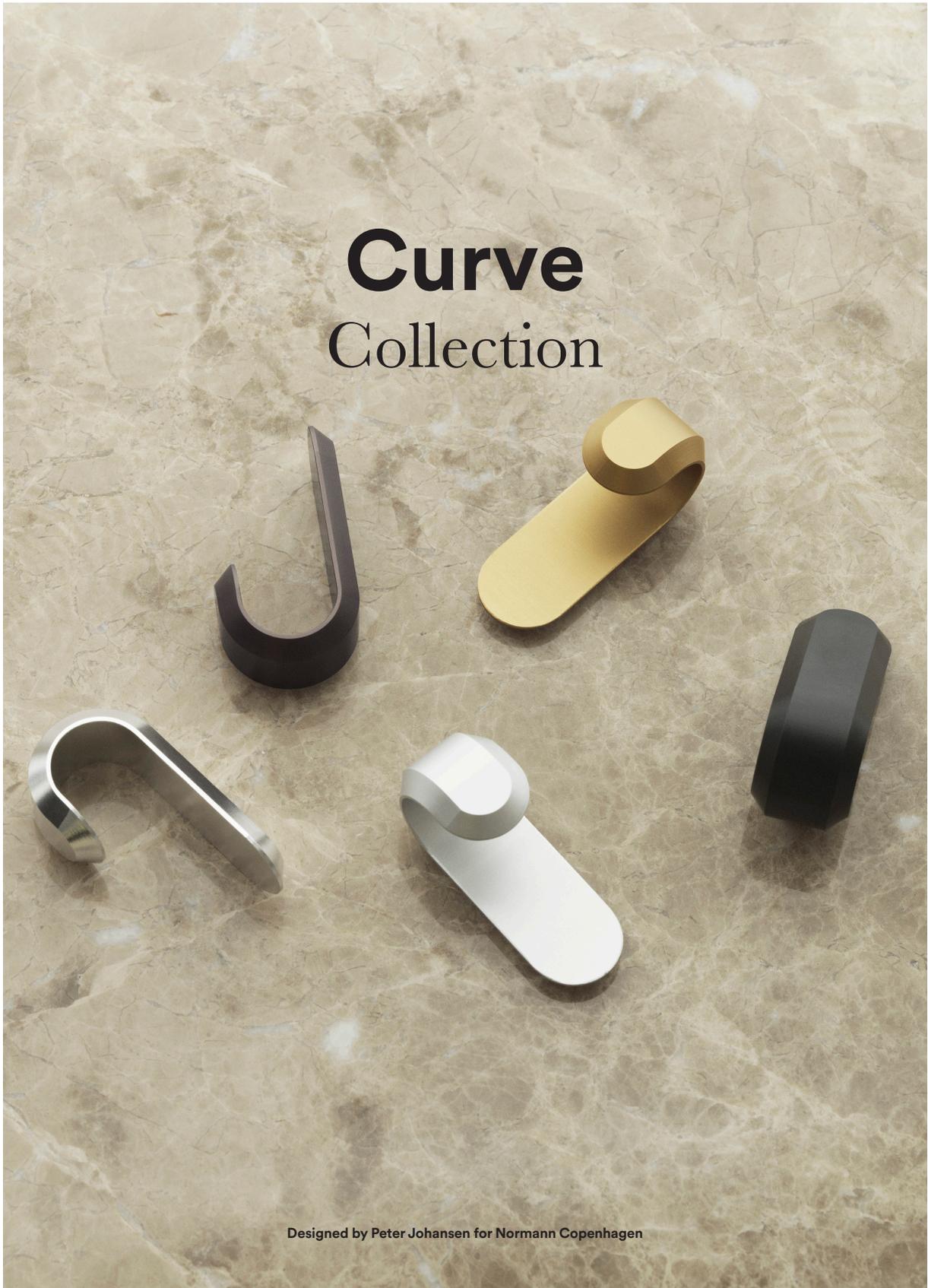


Press Release Curve

# Curve Collection



Designed by Peter Johansen for Normann Copenhagen

**normann**

C O P E N H A G E N

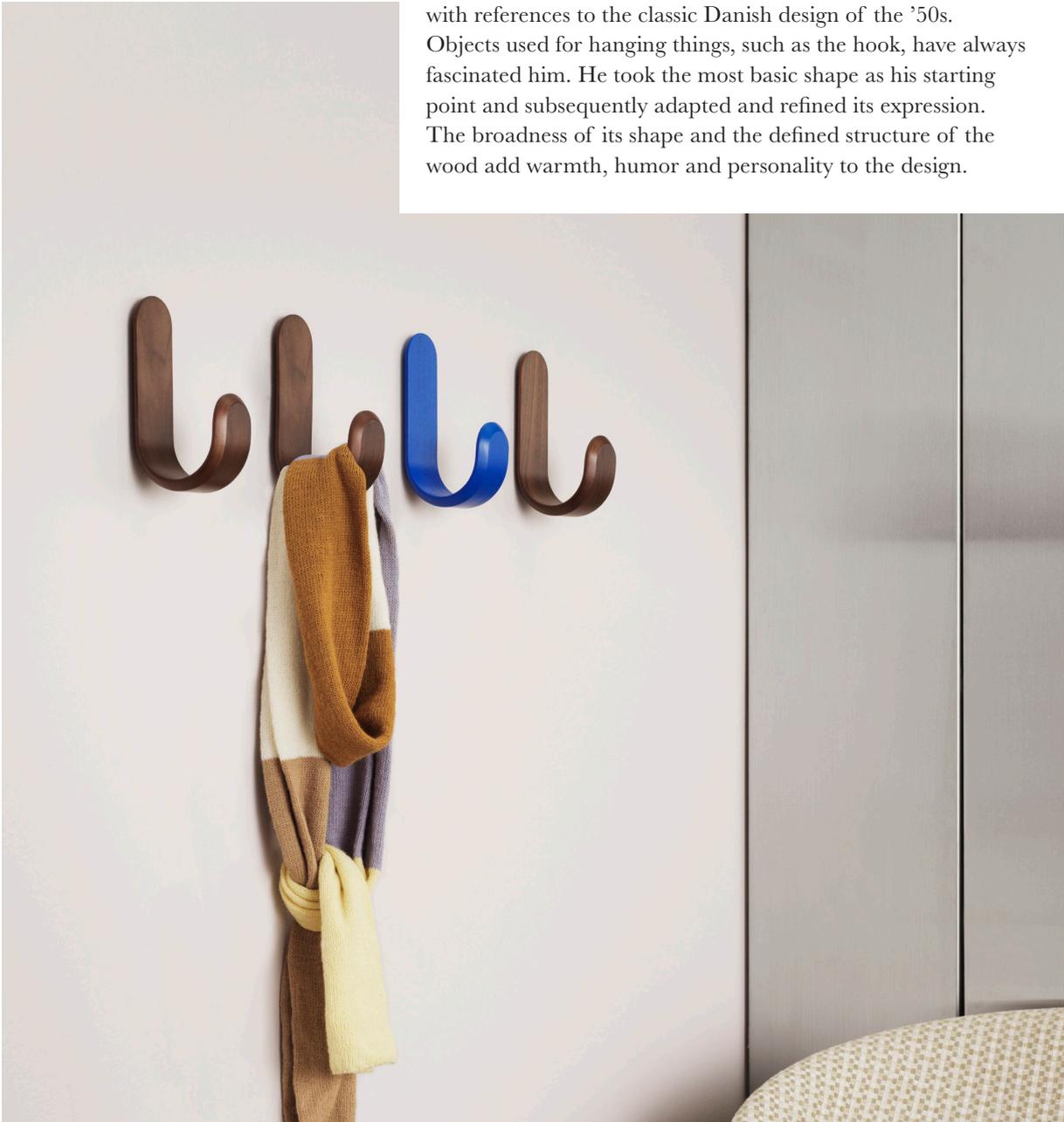
# Let Curve Welcome Your Guests

The Danish designer Peter Johansen has designed a wooden hook in the shape of a J. The Curve Hook has the classic, uncomplicated, and intuitive shape of a hook. The faceted rounding breaks up the simple feel and gives an edge to the slightly oversized design. Curve is a hook in its most traditional and symbolic form. It can easily accommodate many kinds of items, such as clothes, bags and accessories.

Peter Johansen has created a hook in a contemporary design, with references to the classic Danish design of the '50s.

Objects used for hanging things, such as the hook, have always fascinated him. He took the most basic shape as his starting point and subsequently adapted and refined its expression.

The broadness of its shape and the defined structure of the wood add warmth, humor and personality to the design.



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Peter Johansen says: "I've always liked hanging things up. I'm fascinated by the shape of hooks and intrigued by their function. More and more people are opting out of using the little loop for hanging up their coats. This requires a wider coat hook that is gentler on the clothing material. The Curve Hook is intended as a humorous item for the wall, where you can hang 1, 2, 3 or 10 for different purposes".

The Curve Hook is made of molded wood and is available in a cool Scandinavian color palette. All of the colors add a clean, Scandinavian feel and are an attractive way to decorate the often, white walls in the hallway. You can create a graphical design on your wall by mounting a single hook, several in a row or by placing them in a pattern. You can also make the kids happy with a Curve Hook in children's height.





### **Curve Mini Hooks**

Normann Copenhagen's popular Curve Hooks Series also includes a small but highly decorative variant in anodized aluminum, perfect for the bathroom, kitchen and hallway. With its five metallic shades of matt black, matt gold, matt brown, matt silver and silver, Curve mini is both an elegant and functional choice for towels, light garments, jewelry and other small objects. Match them with the existing metallic elements of your decor or create a striking expression by combining the hooks across the color palette. Curve mini hooks will add a touch of elegance to the bare walls of your home, regardless of styling.

## Press Release Curve



**Curve Hook**  
Blue



**Curve Hook**  
Black



**Curve Hook**  
White



**Curve Hook**  
Walnut



**Curve Hook**  
Ash

**Color:** Ash, Black, White, Walnut, Blue

**Material:** Lacquered ash veneer/walnut or anodized aluminum

**Dimension:** H: 17,7 x L: 5,3 x D: 10 cm

**Price:** EUR 20,- / GBP 19,- / USD 25,-

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**Curve Mini Hooks**  
Matt Black



**Curve Mini Hooks**  
Matt Silver



**Curve Mini Hooks**  
Matt Gold



**Curve Mini Hooks**  
Matt Brown



**Curve Mini Hooks**  
Silver

**Color:** Matt Black, Matt Silver, Matt Gold, Matt Brown og Silver

**Material:** Anodized aluminum

**Dimension:** H: 5,8 x W: 2,1 x D: 3 cm

**Price:** (2 pcs) EUR 30,- / GBP 24,- / USD 35,-

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Normann Copenhagen was established in 1999 with the mission to challenge conventional thinking and make the ordinary extraordinary through great design.

The Normann Copenhagen brand encompasses a wide and continuously growing range of furniture, lighting, textiles and home accessories targeting both professionals and private consumers.

## Press Inquiries

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