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Press release

Cask: the poise of classic beauty
Norm Architects



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Taking something simple and making it simpler might seem easy but the truth is there is nothing more complicated than stripping objects down to their very basics. Norm Architects have been working on the principles of “restraint and refinement” since 2008, so we knew who we should call to deliver a collection with the purest lines and the fetching beauty of classic designs.

Cask collection is inspired by classical round-shaped pieces of furniture. Looking back on the history of design, they have always been there playing a fundamental role. They never fell out of fashion. How could them? Their simplicity makes them iconic. Take Cask: two rounded pieces of rattan put together. The fanciest minimalism.

The designers aimed “to create a series of lounge furniture (a small sofa and a lounge chair) with a unique, contemporary design and very comfortable.” Versatile, cozy and elegant, all the ingredients of a classic. “We truly believe this series will grab a lot of attention.”



The dynamism that the two circumferences give to the structure is mollified by the temperance of the colour palette although the wide range of available rattan finishes and textiles can also make these pieces as bold and cheerful as to fit the mood of any contemporary atmosphere.

For further information

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