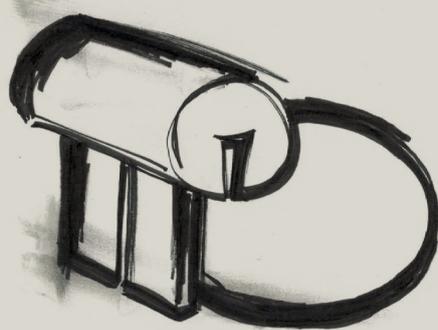


Outdoor Collection





“Creating indoor lounge magic at an outdoor space”

- Kristian Sofus Hansen – Designer

Welcome to NORR11

NORR11 is a design company founded in 2011 with a vision to continuously create design that sparks curiosity.

We are driven by the aspiration to challenge the coherence between time periods, design influences, cultures and materials.

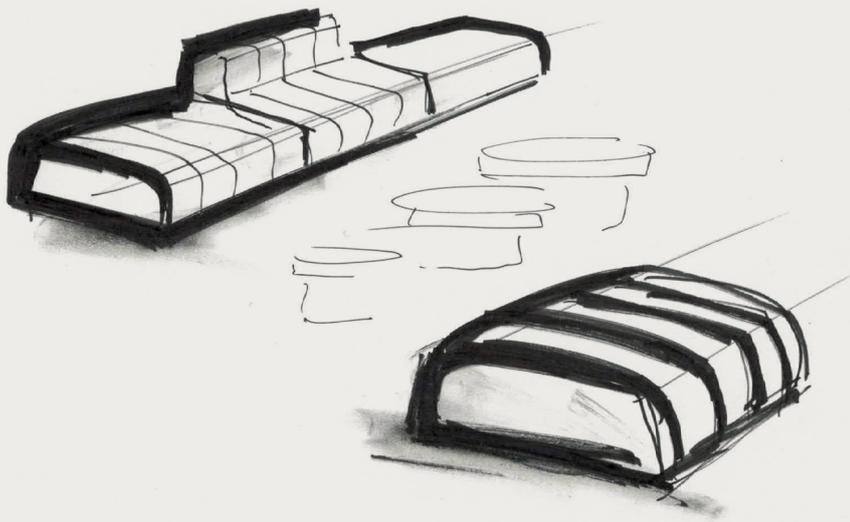
We believe in creating pieces with character, balancing form, function and comfort.

Our mission is to create timeless pieces on the leading edge of design.









NORR11 is moving outdoors

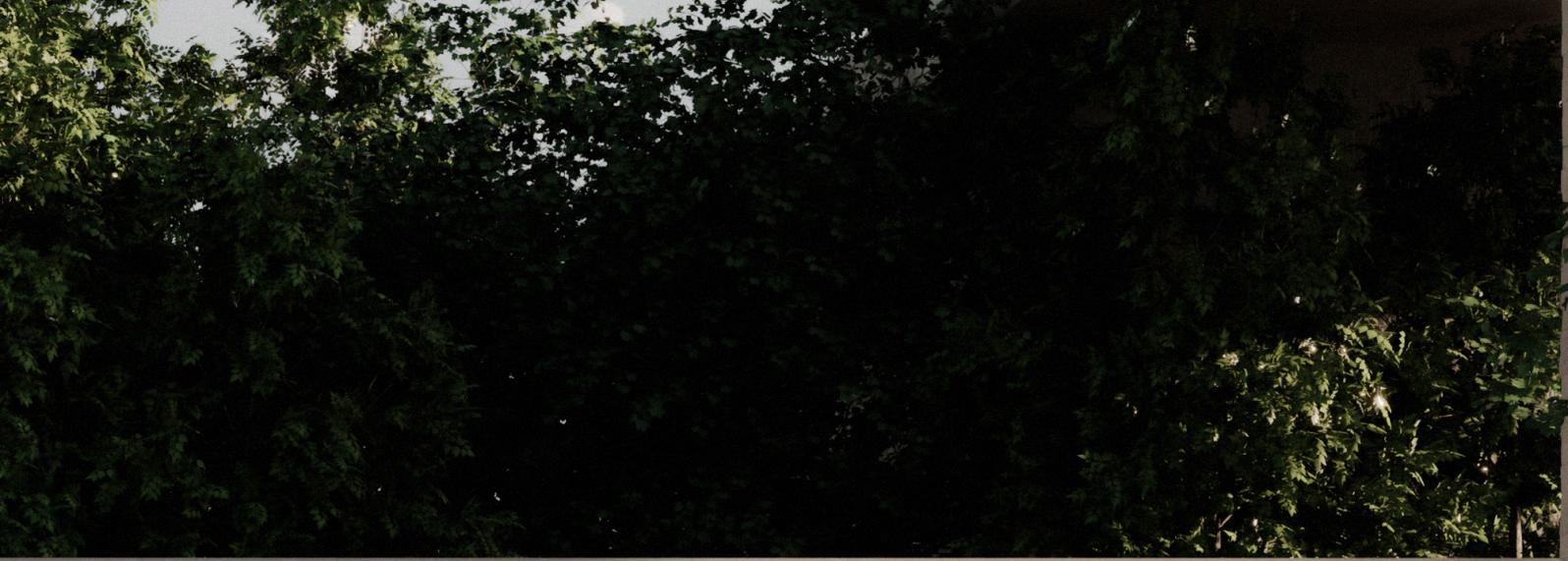
NORR11 is launching an outdoor collection with the intention of providing a collection to create a little magical pause in time.

Imagine an outdoor scenario where you would want to stay seated. Where you are leaning back and enjoying time in a hope that this moment will last forever - because of the atmosphere and the ambient feeling of pure pleasure and comfort.

We hereby invite you to take a brief deep dive into our dream and hopefully get an idea of the magic embedded in the new outdoor collection.

Enjoy!





The Collection

NORR11 is targeting a new segment by approaching the outdoor area. This is based on substantial research of the outdoor category and deep knowledge of the ideal parameters for outdoors.

With the aim of targeting a quality-conscious segment and generating high awareness and pull – the intention is to fuel the launch with an investment positioning the Hippo launch outdoor collection as a high-priority NORR11 launch.





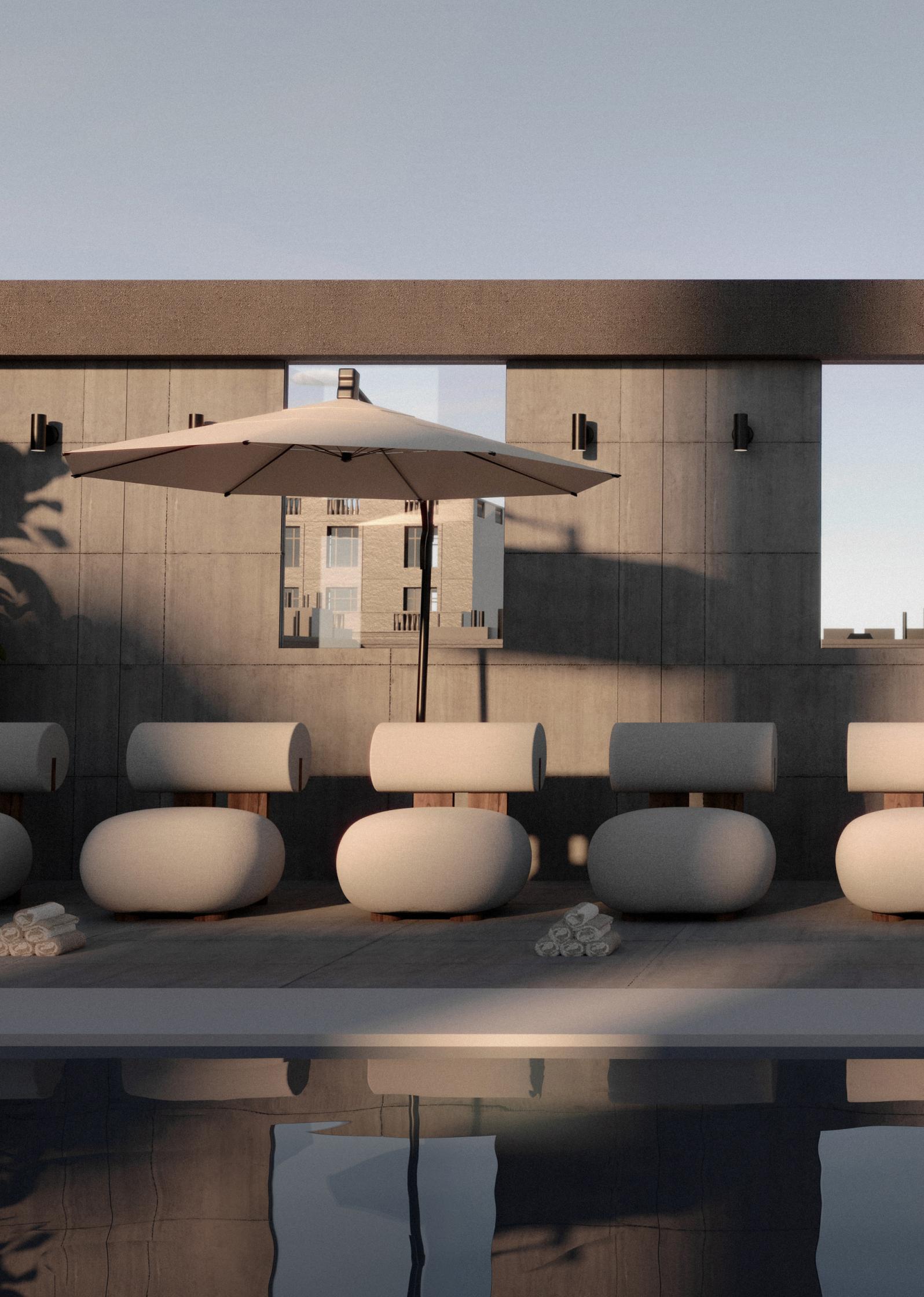


Studio Sofa, designed by Kristian Sofus Hansen and Tommy Hyldahl



Hippo Lounge, designed by Kristian Sofus Hansen and Tommy Hyldahl







Curated Materials

We work with durable and sustainable materials from the industry leading suppliers.

Through a meticulous selection of premium materials from the best European suppliers, the outdoor collection is built around a pursuit of combining the best comfort and longevity in materials with a sophisticated lounge design.



From the top: Thermotreated Ash; Sunbrella Savane Whisper J349; Sunbrella Savane Coconut J233



“Curvilinear, cozy & comfortable”

- Kristian Sofus Hansen - Designer







“Built to last and created for both private and professional use”

- Iben Wistrup Schwaner - Director of Business & Strategy







Studio Outdoor

SMALL

Design Kristian Sofus Hansen & Tommy Hyldahl 2023
Materials A marine plywood structure with & Quickdry foam
Dimensions W60 / D96 / H73 / SH47 / SD61 cm



Studio Outdoor

MEDIUM

Design Kristian Sofus Hansen & Tommy Hyldahl 2023
Materials A marine plywood structure with & Quickdry foam
Dimensions W80 / D96 / H73 / SH47 / SD61 cm



Studio Outdoor

LARGE

Design Kristian Sofus Hansen & Tommy Hyldahl 2023
Materials A marine plywood structure with & Quickdry foam
Dimensions W120 / D96 / H73 / SH47 / SD61 cm



Studio Outdoor

CORNER

Design Kristian Sofus Hansen & Tommy Hyldahl 2023
Materials A marine plywood structure with & Quickdry foam
Dimensions W110 / D96 / H73 / SH47 cm



Studio Outdoor

CURVE

Design Kristian Sofus Hansen & Tommy Hyldahl 2023
Materials A marine plywood structure with & Quickdry foam
Dimensions W125 / D96 / H73 / SH47 cm



Studio Outdoor

OTTOMAN

Design Kristian Sofus Hansen & Tommy Hyldahl 2023
Materials A marine plywood structure with & Quickdry foam
Dimensions W80 / D96 / H47 cm



Studio Outdoor

OTTOMAN CLASSIC

Design Kristian Sofus Hansen & Tommy Hyldahl 2023
Materials A marine plywood structure with & Quickdry foam
Dimensions W80 / D90 / H47 cm



Studio Outdoor

ARMREST

Design Kristian Sofus Hansen & Tommy Hyldahl 2023
Materials Quickdry foam
Dimensions W20 / D50 / H16 cm



Studio Outdoor

PILLOW

Design Kristian Sofus Hansen & Tommy Hyldahl 2023
Materials Quickdry foam
Dimensions W40 / D15 / H40cm
 W50 / D15 / H50cm



Hippo Lounge Outdoor

Design	Kristian Sofus Hansen & Tommy Hyldahl 2021
Materials	The seat and the backrest are made of medium firm Quickdry foam with inner marine plywood frame. The legs are made of FSC certified thermotreated ash.
Dimensions	W70 / D83,5 / H70 / SH41 cm

NORR11



www.norr11.com