

Tradition & Renewal



normann
COPENHAGEN

Share your experience
@normanncph
#normanncopenhagen

Normann Copenhagen
Østerbrogade 70
2100 Copenhagen, Denmark
Headquarters: +45 35 55 44 59
Showroom: +45 35 27 05 40
normann@normann-copenhagen.com
normann-copenhagen.com

instagram.com/normanncph
facebook.com/normanncopenhagenfan
linkedin.com/company/normann-copenhagen
pinterest.com/normanncph
twitter.com/normanncph
youtube.com/normanncopenhagen

Art Direction
Julie Ellegaard

Graphic Design
Michella Laura Madsen

Photographer
Anders Ingvarstsen
Jeppe Sørensen
Anne Marie Jørgensen
Olivia Mikka Rohde
Simon Legald

Styling
Sophie Nilsson
Michella Laura Madsen
Julie Ellegaard

Text
Vibe Høst

Print
CS Grafisk A/S, 2018

Paper
Munken Kristall Rough
MultiArt Gloss

Special thanks to
Design Museum Danmark, Sara Frøelund
Skolen på Strandboulevarden, Mette Lund Thomsen
& Pernille Heidi Thernøe
Arctic Paper Denmark A/S

Contents



p. 4
Tradition & Renewal



p. 6
New Production Methods



p. 6
Herit Tour



p. 10
Transitions of Shape



p. 20
Transcending Styles



Tradition & Renewal



Opposite page / Herit: Armchair Smoked Oak, Spectrum Dusty Green

This page / Herit: Chair Oak, Synergy Grey

Danish design traditions have left a clear mark on Simon Legald's chair series, Herit, which is short for heritage. The simple and honest style that characterizes Danish furniture history stands as a clear frame of reference for a collection draped in nostalgia. But Herit is just as much a design that looks forward. Innovative production methods, new material compositions and timeless silhouettes give life to a chair that stands tall on its own. Herit reflects Simon Legald's love of classic Danish furniture craftsmanship, but rose from a desire to design a versatile and durable chair that unites the different eras of Danish design. A chair in which oak and strong plastic merge in tactful synergy, to create a hard-wearing, maintenance-friendly and accessible design, made for modern life.

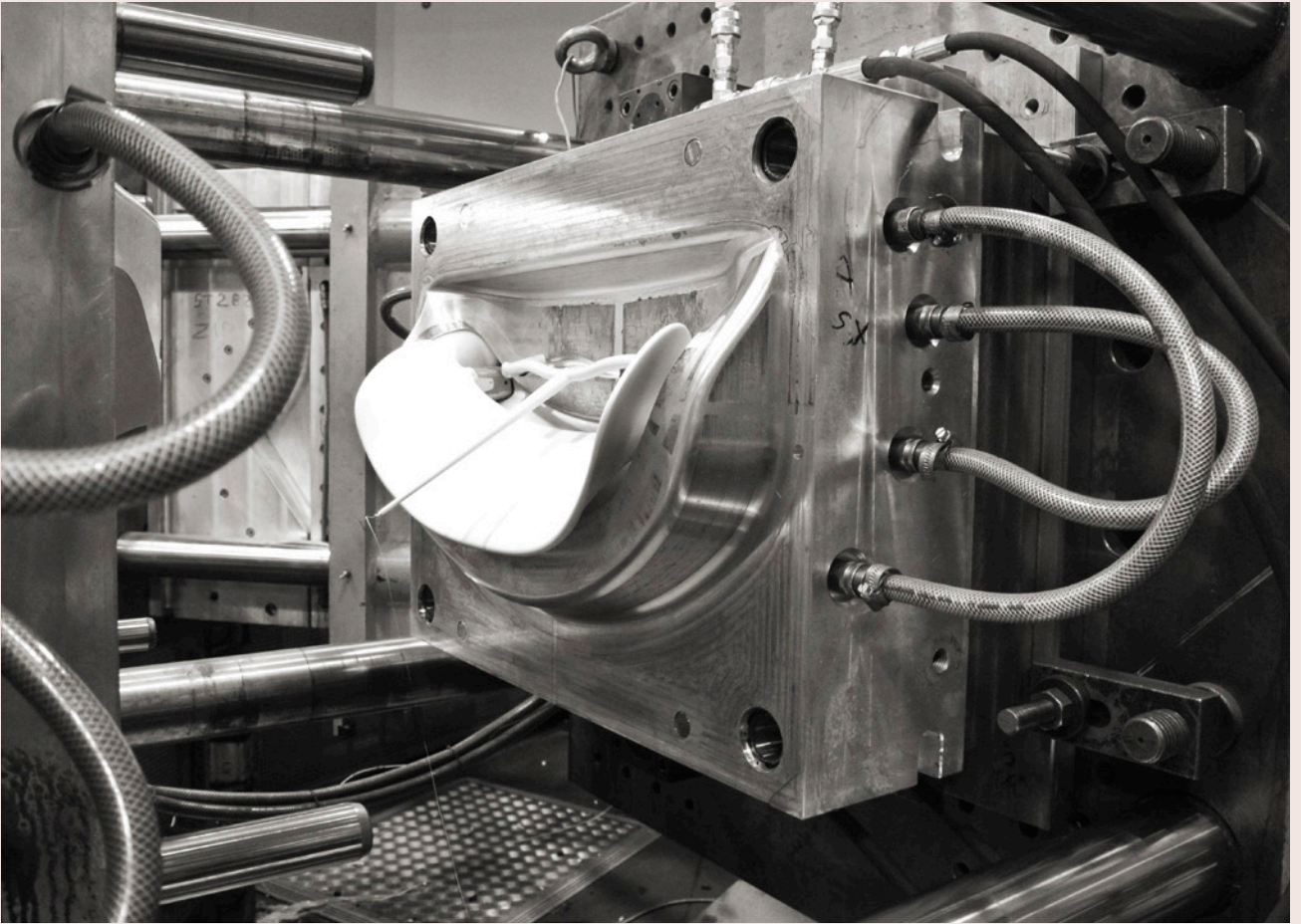
6 MADE IN ITALY

The smooth curves that spread across Simon Legald's drawing table proved impossible to produce at first. Standard plastic molding techniques do not permit variations in the plastic's thickness of more than 10 mm, as the material will inevitably sink down. Herit's curved armrests required more room for expression and full control of the shape, and so the project was put on hold for the time being.



New Production Methods





Herit was consigned to the drawer, until Legald eventually managed to come across a small factory in northern Italy that had developed a brand new way of molding plastic. In its innovative, patented technique, a core of foam is injected into the plastic, enabling large variations in thickness without the plastic subsiding.



A cross-sectional view of the Herit chair's backrest reveals the core of foam, which prevents the plastic from subsiding.



Brand new Herit chairs await their seats before leaving the factory. Herit seats are produced in three different qualities: Plastic, Camira Synergy (textile) or Sørensen Spectrum (leather).

10 HERIT ON TOUR

Every design has a story. It is shaped by a long line of impacts, a heritage, which translate into the carefully conducted curves that are its present. Leaving the hands of the designer, it finds its way, it finds a place, and soon you realize; the story has only just begun.

Herit Tour

Library of Design Museum Denmark: The museum library houses the largest collection of crafts and design publications in the Nordic countries. Herit Chair Oak, Grey





This page / At the studio. Workshop area inside Normann Copenhagen's design studio.
Herit Armchair Oak, Spectrum Leather Grey

Opposite page / Strandboulevarden, Copenhagen, Former residence of the Royal Danish Academy of Fine Arts where Simon Legald took his first steps towards becoming a designer. Herit Armchair Smoked Oak, Spectrum Leather White





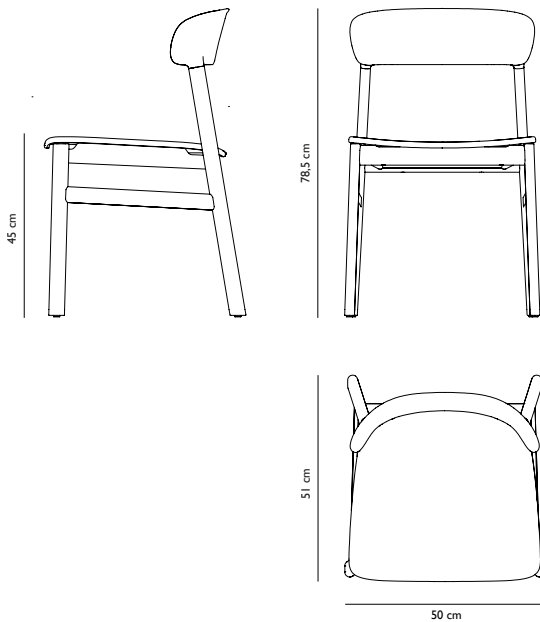


16 SHAPE

The curves of the back and the armrest undulate in an easy, sensuous exchange between delicacy and fullness, from a narrow 6 mm to 35 mm at the widest point. The path of the curves is by no means random; it is precisely designed to follow the shape of the body and create the correct support in the seated position. Herit is a chair that truly unfolds its beauty as you move around it and observe the transitions of shapes.

Transitions of Shape

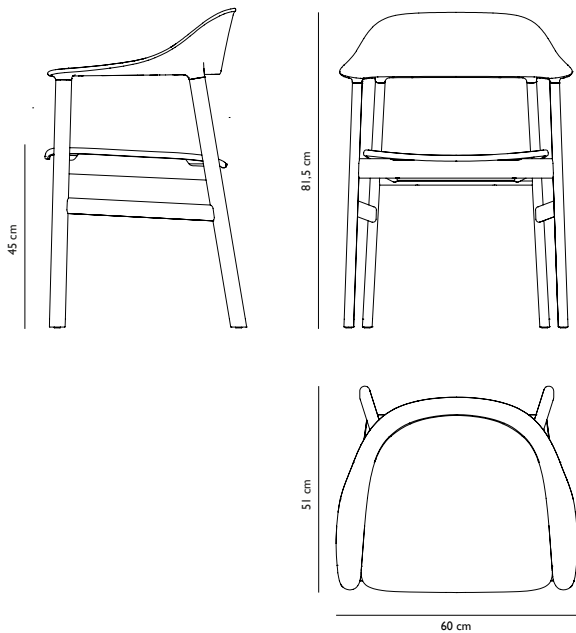
5-10-20



Herit Chair
.....
Size: H: 78,5 x L: 50 x D: 51 x SH: 45 cm
Weight: 6,2 kg
.....

Colors:
White, Grey, Black, Sand or Dusty Green
.....

Material:
Shell: Plastic, Camira/Synergy or Sørensen Leather/Spectrum
Legs: Oak or Smoked Oak



Herit Armchair
.....
Size: H: 81,5 x L: 60 x D: 51 x SH: 45 cm
Weight: 7 kg
.....

Colors:
White, Grey, Black, Sand or Dusty Green
.....

Material:
Shell: Plastic, Camira/Synergy or Sørensen Leather/Spectrum
Legs: Oak or Smoked Oak

Simon Legald's talent in unifying materials seamlessly and harmoniously comes to the fore in the design of Herit. The materials meet in soft transitions that naturally gather the elements of the chair into a single finished piece of furniture. The design of the legs is cut right back, so only that which is necessary remains. The oval section of legs and stretchers make the solid base appear airy and delicate.



20 MATERIALS

Herit is available either with or without armrests, and with upholstered or plastic seats. A palette of five classic shades with a dusty tweak are matched against complementary textiles from British Camira or leather from Danish Sørensen Læder. You can choose between oak legs with a transparent matte varnish or dark varnished oak, which has a smoky look.



This page / Herit Armchair Oak, White. Herit Chair Smoked Oak, Synergy Grey, Herit Armchair Smoked Oak, Beige. Herit Armchair Oak, Grey

Opposite / Sum Modular Sofa Black Alu, Main Line Flax - Bank MLF 23. Herit Armchair Smoked Oak, Synergy, Beige

Transcending Styles



The balanced materials complete a design expression that is contemporary and everlasting. With tradition and renewal combined in equal measure, Herit is a hybrid of time that transcends styles and periods. Whether it moves into a classic apartment, a modernist building or post-modern architecture, it inhabits the space with natural ease and subtle grace.



Herit Chair
.....
Colors:
White, Grey, Black, Sand or Dusty Green
.....
Material:
Shell: Plastic
Legs: Oak or Smoked Oak



Herit Chair
.....
Colors:
Grey, Black, Sand or Dusty Green
.....
Material:
Shell: Camira - Synergy
Legs: Oak or Smoked Oak



Herit Chair
.....
Colors:
White, Grey, Black, Sand or Dusty Green
.....
Material:
Shell: Sørensen - Spectrum Leather
Legs: Oak or Smoked Oak



Herit Armchair
.....
Colors:
White, Grey, Black, Sand or Dusty Green
.....
Material:
Shell: Plastic
Legs: Oak or Smoked Oak



Herit Armchair
.....
Colors:
Grey, Black, Sand or Dusty Green
.....
Material:
Shell: Camira - Synergy
Legs: Oak or Smoked Oak



Herit Armchair
.....
Colors:
White, Grey, Black, Sand or Dusty Green
.....
Material:
Shell: Sørensen - Spectrum Leather
Legs: Oak or Smoked Oak

