



STRIKE A MATCH – BY LASSEN'S NEW MATCHBOX COVER

Autumn is on its way and with it invariably follows late evenings by candlelight. The Kubus candleholder was designed back in 1962, and during that era there was a very special ability to see the beauty in small things. By Lassen's new Matchbox Cover is a tribute to cosiness, aesthetics, and small everyday details.

With the launch of Matchbox Cover, by Lassen ventures into the slipstream of a trend that points both backward and forward in time. Though matchboxes and covers date back to the early 1900s, by Lassen is introducing Matchbox Cover in three contemporary versions: powder-coated black, powder-coated white and brass-plated.

Matchbox Cover is a natural extension of the by Lassen range and flirts with the Kubus collection in terms of materials, looks, colours and purposes. The cover is introduced in close company with matchboxes in four different graphic versions in which Mogens Lassen's, Flemming Lassen's and by Lassen's patterns are each represented. It is fascinating to see the architects' early sketches and patterns unfold on the matchbox exteriors and to appreciate the dynamic line that comprised such a large part of their practice.

With the beautiful Matchbox Cover, you need never put matches back in the drawer – they look amazing sitting on the table next to the Kubus candleholder. Matchbox Cover and Matchbox are in shops from September 2015.

BY LASSEN

by Lassen is a Danish design company. We work with various designers, including two of Denmark's greatest architects: Mogens Lassen and Flemming Lassen. The Lassen brothers were extremely talented and were honoured with many awards and grants for their unique designs and iconic architecture. by Lassen's mission is to continue the tradition of good design. Because good design lives on in new generations.

by Lassen.
Copenhagen

DESIGN
by Lassen 2015

MATERIAL
Steel

COLOURS
Black, white or brass

MEASUREMENT
W: 57 mm / L: 71 mm / H: 28 mm

PRICE
MATCHBOX 3 EUR / COVER from 19 EUR

For further information and images in high res., contact Chris Day at cd@bylassen.com or tel. +45 25 78 24 53. Images can also be downloaded free of charge at www.flickr.com/photos/bylassen.