



BY LASSEN

by Lassen owns the rights to the designs of two of Denmark's greatest architects: Mogens Lassen and Flemming Lassen. The Lassen brothers were innovators in architectural modernism and produced numerous iconic designs throughout their lives. Our simple mission is to build upon the tradition of Mogens and Flemming Lassen to ensure that exceptional original and rediscovered designs continue to live on through new generations.

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THE DINING ROOM COLLECTION OF BY LASSEN IS REIMAGINED, REFRESHED AND MODERNISED FOR SS18

It's a space that's about togetherness and quality time spent with those close to us; a space that offers a frame for life's big and small moments. Which is why by Lassen's SS18 collection is inspired by the simplicity of being in the moment, by the Lassen brothers' architecture and by the colour schemes and artistic lines on display at the visionary Rudolph Tegner Museum.

The sculptor Rudolph Tegner inaugurated his museum building north of Copenhagen in 1938 to house his giant plaster sculptures, having sought the architectural expertise of Mogens Lassen's close collaborator, the engineer Ernst Ishøy. As many times before, Ishøy and Lassen collaborated on this project. Indeed, an old architectural drawing of the museum building dating back to 1937 shows Lassen's characteristic cursive signature, as a mark of the latter's support of Tegner's original concept for the eight-sided main building, which the principals were of the functionalist modernist architecture, where Lassen already pioneered within.

So it's fitting that, to show its SS18 collection, by Lassen has staged a number of its pieces in the building, side by side with Tegner's sculptures – and in doing so, the brand shines a light on the story of a collaboration that, 80 years later, still remains powerful.

EXTENDING – AND ACCESSORISING – A CLASSIC

Creating space for extra guests with both ease and understated style are the new linoleum-coated extension leaves being launched for the Conekt dining table. Available in the beautifully soft colour Pebble, the extension leaves give a classic expression to the dining table, effortlessly drawing eclectic combinations of guests to gather around it.

Pull the season's finest upholstered dining seat, the Lassen Chair, up to meet it, in a sophisticated statement colour or muted, harmonious tone. With its floating, lightweight, geometric frame in powder-coated black metal, it combines organic forms and stringent contours in one classic chair.

Another perfect addition is the new wooden Frame Tray, as an extension of the popular Frame series. Serve dinner on it, place it on the kitchen counter as a base for oils or beautiful ceramics, or give it a desktop purpose for collections of papers, pens and accessories.

DRAWING A NEW PATH

In addition to these timeless dining room pieces, for SS18 by Lassen launches a whole new product line with the Silhouette series of drawings by up-and-coming illustrator Sine Jensen, whose hand-drawn prints are inspired by photographs of details in Mogens Lassen's architecture. Silhouette goes in a different direction to the brand's previous collaborations with young new talents – and it's a direction by Lassen will continue to explore in coming seasons.

UPDATES TO OUR FAVOURITES

Finally, by Lassen's ever-popular Kubus stays on point with a 10th anniversary vase called Kubus Vase Lolo and a new Kubus Base called Base Extended. Meantime, pieces for the Frame collection are newly realised in a white-pigmented version. In furniture, My Own Chair gets a lightweight, textured makeover, while the Mingle sofa sits pretty as a stunning, exclusive sheepskin version.



PRODUCT NAME
Lassen Chair

DESIGN
Magnus Sangild 2018

MATERIAL / COLOURS
Various textiles and leather on request /
Black powder coated metal legs

SIZE
H: 88 cm x W: 58 cm, 46,5 cm seat height

RRP FROM
EUR 670



PRODUCT NAME
Kubus Vase Lolo

DESIGN
Søren Lassen 2018

MATERIAL / COLOURS
Lacquered metal / Black and white

SIZE
H: 24 cm x W: 12 cm x D: 12 cm

RRP
EUR 139



PRODUCT NAME
Frame Tray

DESIGN
Søren Lassen 2018

MATERIAL / COLOURS
Black powdercoated metal frame / smoked oak, black
stained ash, white stained ash or oak

SIZE
H: 7 cm x W: 45 cm x D: 32 cm

RRP
EUR 149



PRODUCT NAME
Silhouette Prints

DESIGN
Sine Jensen 2018

MATERIAL / COLOURS
Munken lynx rough paper, 170 gr. / Grey tones

SIZE
A5, A4, A3, 29,7 x 29,7 cm,
42 x 42 cm & 50x50 cm

RRP FROM
EUR 14

For more info about the product please contact
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PRODUCT NAME
Conekt Leave

DESIGN
Mogens Lassen 1975

MATERIAL / COLOUR
Linoleum coated / Pebble

SIZE
W:80 cm x L:50 cm

RRP
EUR 399



PRODUCT NAME
Frame

DESIGN
Mogens Lassen 1943 / Søren Lassen 2013

MATERIAL / COLOUR
White stained ash

SIZE
Frame 10, 14, 20, 28, 35, 42 & 49

RRP FROM
EUR 99



PRODUCT NAME
Base Extended

DESIGN
Jakob Manz 2009

MATERIAL / COLOURS
Lacquered metal / Black, white, brass and burnished
copper

SIZE
30 x 21 cm

RRP FROM
EUR 61

For more info about the product please contact
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