



MASS LIGHT NA5

by NORM.architects

Materials: Lacquered metal - brass or copper, acid-etched opal glass, fabric cord

Dimensions: Ø126 x H183 mm

Light Source: 1 x G9 - max 40W

Design Date: 2012

Story: When traveling cities such as Paris, Barcelona and New York, NORM.architects Kasper Rønn and Jonas Bjerre-Poulsen were fascinated by the street lamps; the characteristic cast iron top - looking a bit like a hat - with a semi transparent glass sphere at the base.

Back in the studio Kasper and Jonas detached the street lamps from its original use and transferred the shape and combination of materials in order to design an outstanding, indoor pendant - the MASS LIGHT. The pendant is made of lacquered brass or copper and opal glass as the two architects were keen on creating a lamp, which can withstand everyday use. The pendant is also available as a chandelier version to illuminate big areas and fulfil a wide variety of use.

& the shape of MASS LIGHT is bold, strong and masculine. Yet feminine curves soften the expression. The well-known shape lets you focus on the beauty of its aesthetic structures and warm colors.



NORM.architects

designed the MASS LIGHT Lamp

Tradition: Clean, functional, unobtrusive and long-lasting, NORM.architects consider their work to be both contemporary and modern. They strive to give each of their products personality in order to enable the user to experience and enjoy an emotional connection. With an obsessive attention to detail, the aim is to create functional objects that not only meet a functional need, but also provide joy. NORM.architects Kasper Rønn (born 1976) and Jonas Bjerre-Poulsen (born 1976) call it soft minimalism.

Though bearing a strong admiration for some of the purest minimalists such as Mies Van der Rohe, Donald Judd, and Noato Fukasawa, NORM are not easy to categorize. With his obscene attention to detail, the duo sees a kinship to the architect and designer Carlo Scarpa that they express in the little twist or playful detail they add to their design.

Both architects are graduates from the Royal Danish Academy of fine Arts in Copenhagen.

Innovation: NORM combines materials in a new way and rethink details, but this is as far as a design strategy goes. "We have no strict formula, every new design comes about in its own way, every invention is built on something already existing", says NORM.