Copenhagen

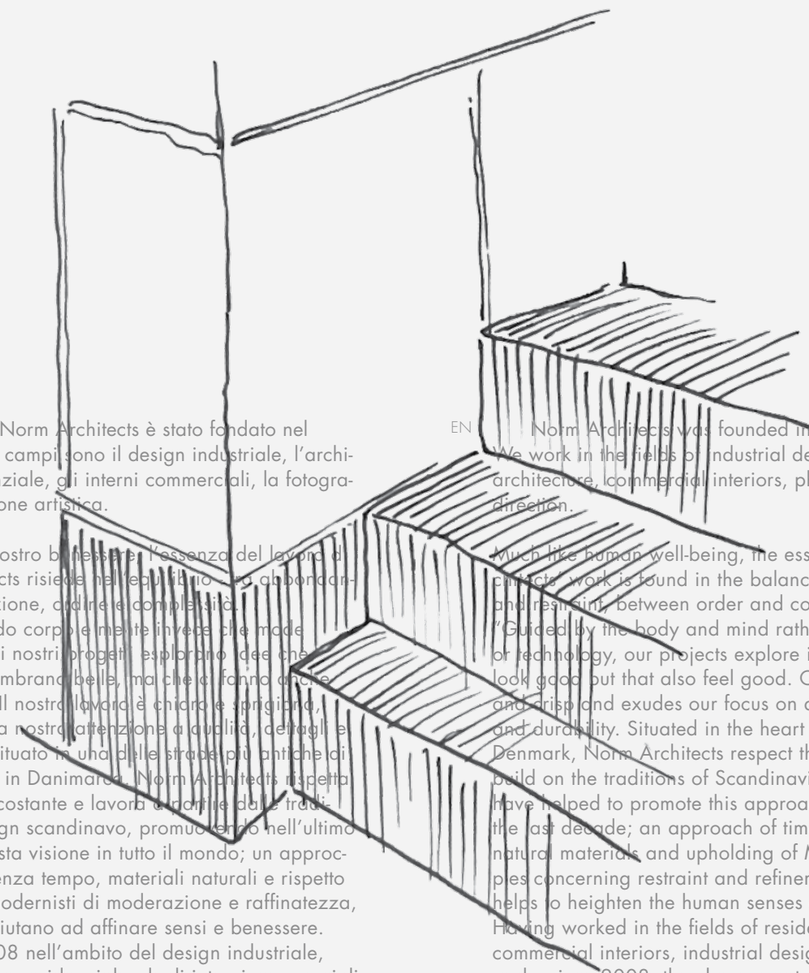
Norm Architects

Design Collection

DECORATORI®
BASSANESI

Copenhagen

Norm Architects



IT

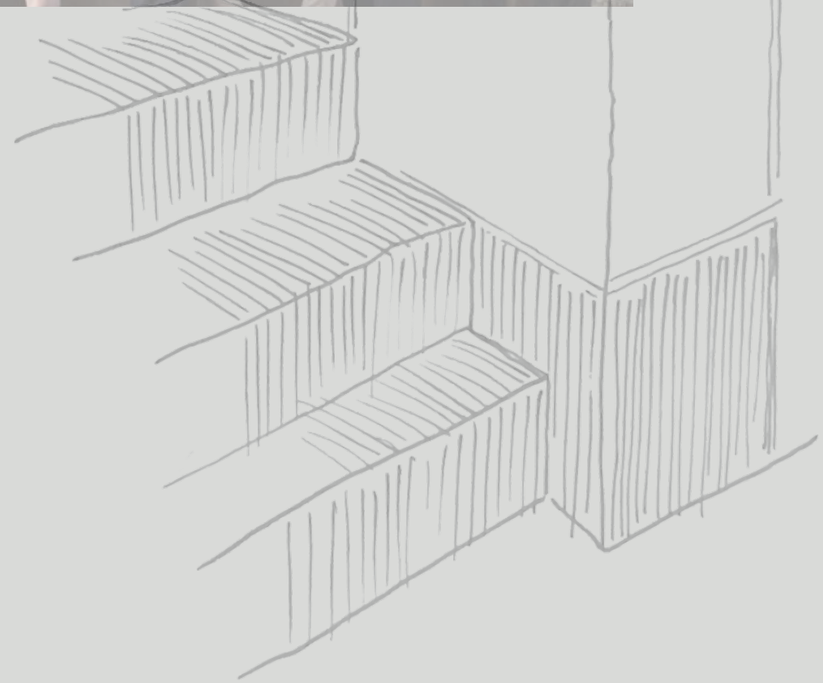
Lo studio Norm Architects è stato fondato nel 2008. I nostri campi sono il design industriale, l'architettura residenziale, gli interni commerciali, la fotografia e la direzione artistica.

Come per il nostro benessere, l'essenza del lavoro di Norm Architects risiede nell'equilibrio tra abbondanza e moderazione, ordine e complessità.
"Assecondando corpo e mente invece che mode e tecnologia, i nostri progetti esplorano idee che non solo ci sembrano belle, ma che ci fanno anche sentire bene. Il nostro lavoro è chiaro e spigoloso, tacitamente, la nostra attenzione a qualità, dettagli e resistenza." Situato in una delle strade più antiche di Copenhagen, in Danimarca, Norm Architects rispetta il contesto circostante e lavora attraverso dalle tradizioni del design scandinavo, promuovendo nell'ultimo decennio questa visione in tutto il mondo; un approccio estetico senza tempo, materiali naturali e rispetto dei principi modernisti di moderazione e raffinatezza, che insieme aiutano ad affinare sensi e benessere.
Attivo dal 2008 nell'ambito del design industriale, dell'architettura residenziale, degli interni commerciali e della fotografia, lo studio ha grande esperienza con un'ampia gamma di progetti e, nonostante il team multidisciplinare lavori su diverse scale e attraverso diverse discipline creative, l'obiettivo comune è semplice: trovare l'essenza di ciascun progetto e dare vita a una narrazione che crei un'architettura che non resiste solo nel tempo, ma che ci unisca come esseri umani.

EN

Norm Architects was founded in 2008.
We work in the fields of industrial design, residential architecture, commercial interiors, photography and art direction.

Much like human well-being, the essence of Norm Architects' work is found in the balance between richness and restraint, between order and complexity.
"Guided by the body and mind rather than by trends or technology, our projects explore ideas that not only look good but that also feel good. Our work is sharp and crisp and exudes our focus on quality, details, and durability. Situated in the heart of Copenhagen, Denmark, Norm Architects respect their context and build on the traditions of Scandinavian design and have helped to promote this approach worldwide in the last decade; an approach of timeless aesthetics, natural materials and upholding of Modernist principles concerning restraint and refinement that together helps to heighten the human senses and well-being.
Having worked in the fields of residential architecture, commercial interiors, industrial design, and photography since 2008, they have great experience within a variety of projects and even though their multi-disciplinary team works across various scales and creative disciplines, their collective goal is simple: to find the essence of each and every project and unfold a narrative to create architecture that not only stands the test of time, but also connects to us as human beings.



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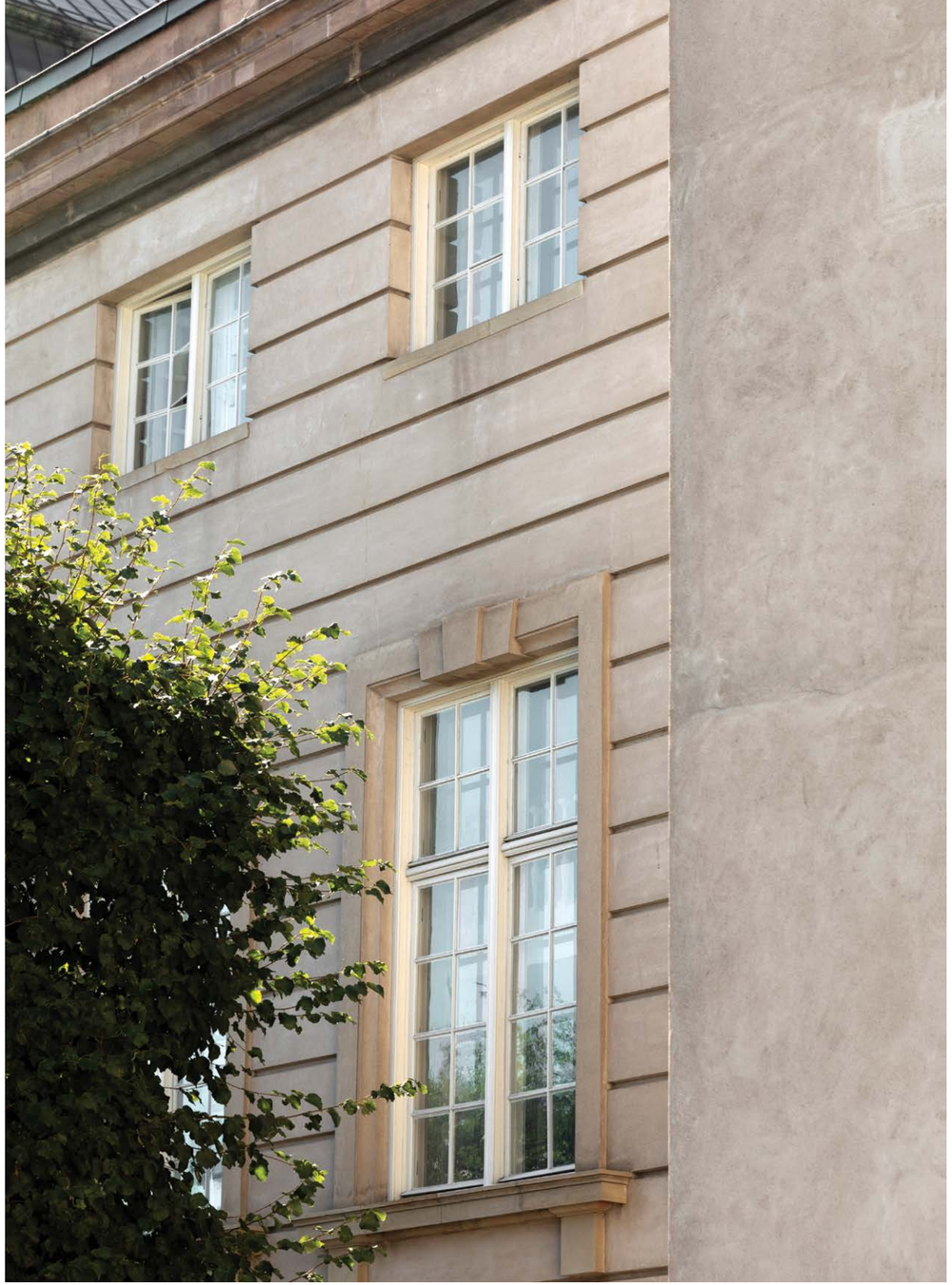
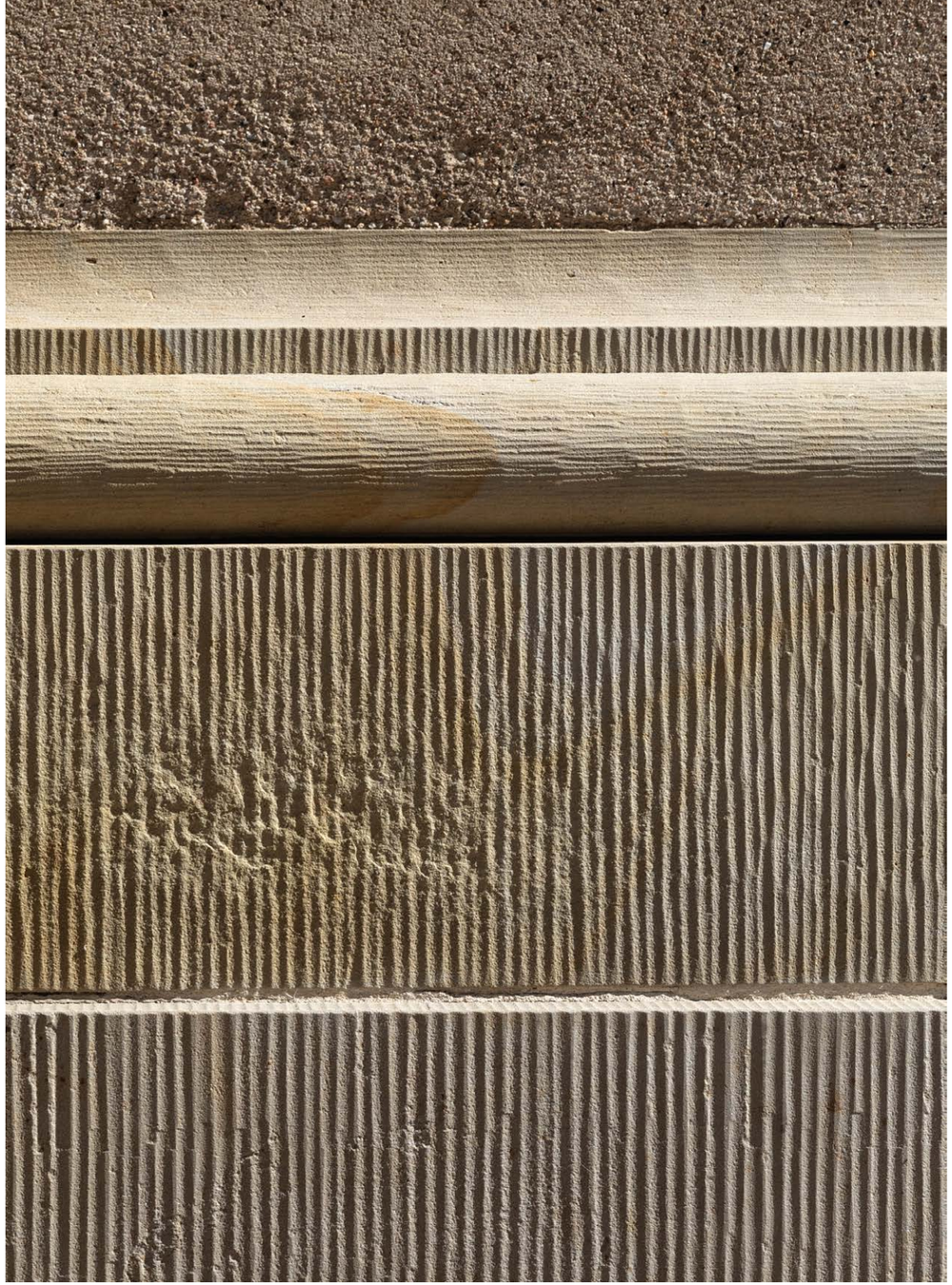
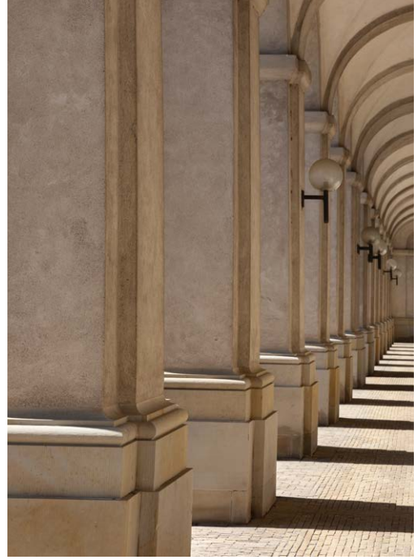


Copenhagen



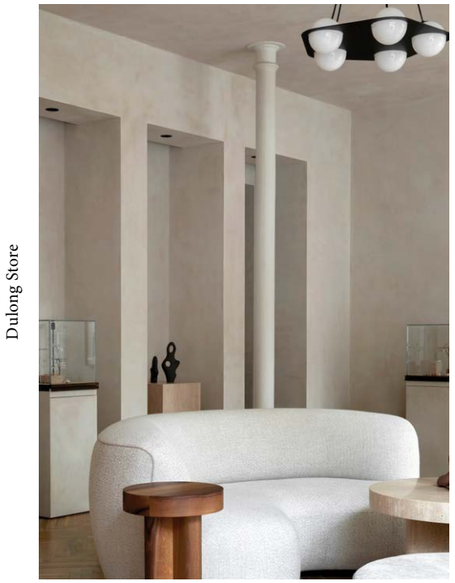
Waterfront House, *Private Residence*



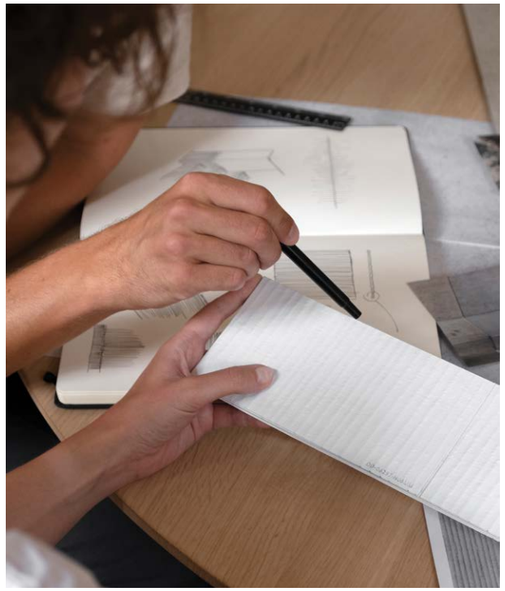
Christiansborg Ridebane, *Copenhagen*

Vindebrogade, *Copenhagen*

Dulong Store



Detail of a wall, *Vindebrogade*



Design and exploration stage

Design and exploration stage

Detail of a wall,
Christiansborg Slotskirke

DESERT
Wall — Texture
Floor — Natural

PAPER
Wall, Floor — Natural

IT

Copenhagen – NORM ARCHITECTS (2022)

Norm Architects ha creato una collezione capace di interagire con i nostri sensi e di giocare con il contrasto tra luce e ombra, permettendo alle superfici di cambiare aspetto durante il giorno, pur mantenendo uno stile "soft minimal", dal carattere calmo ed equilibrato.
La collezione si struttura di due texture differenti: la prima lineare e tridimensionale, la seconda invece dalla superficie più liscia. Il progetto permette di creare combinazioni materiche che ricordano quelle che si possono trovare passeggiando nei quartieri più antichi di Copenhagen: luoghi ricchi di dettagli unici e imperfetti, ma allo stesso tempo sobri e molto accoglienti.

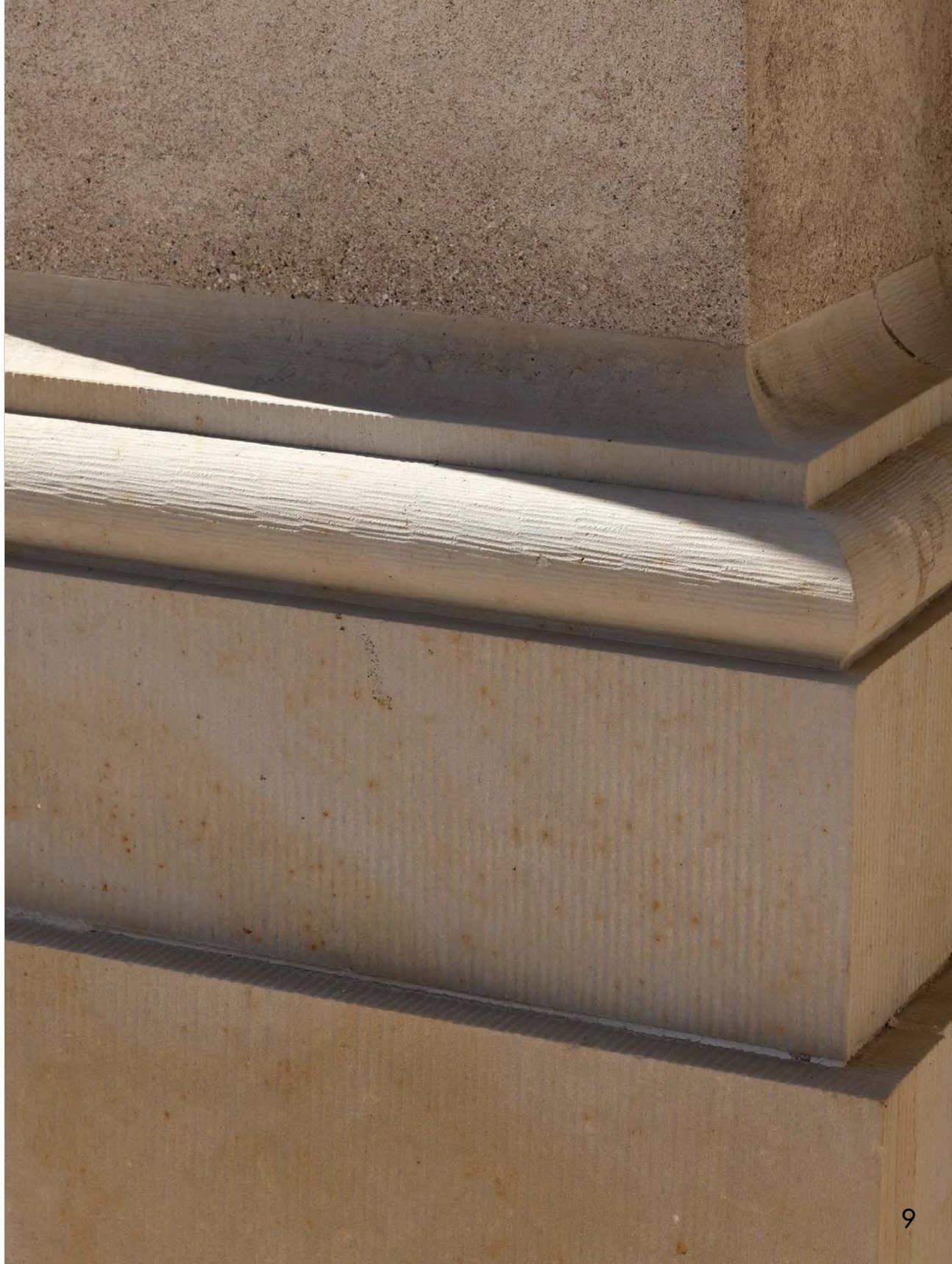
EN

Copenhagen – NORM ARCHITECTS (2022)

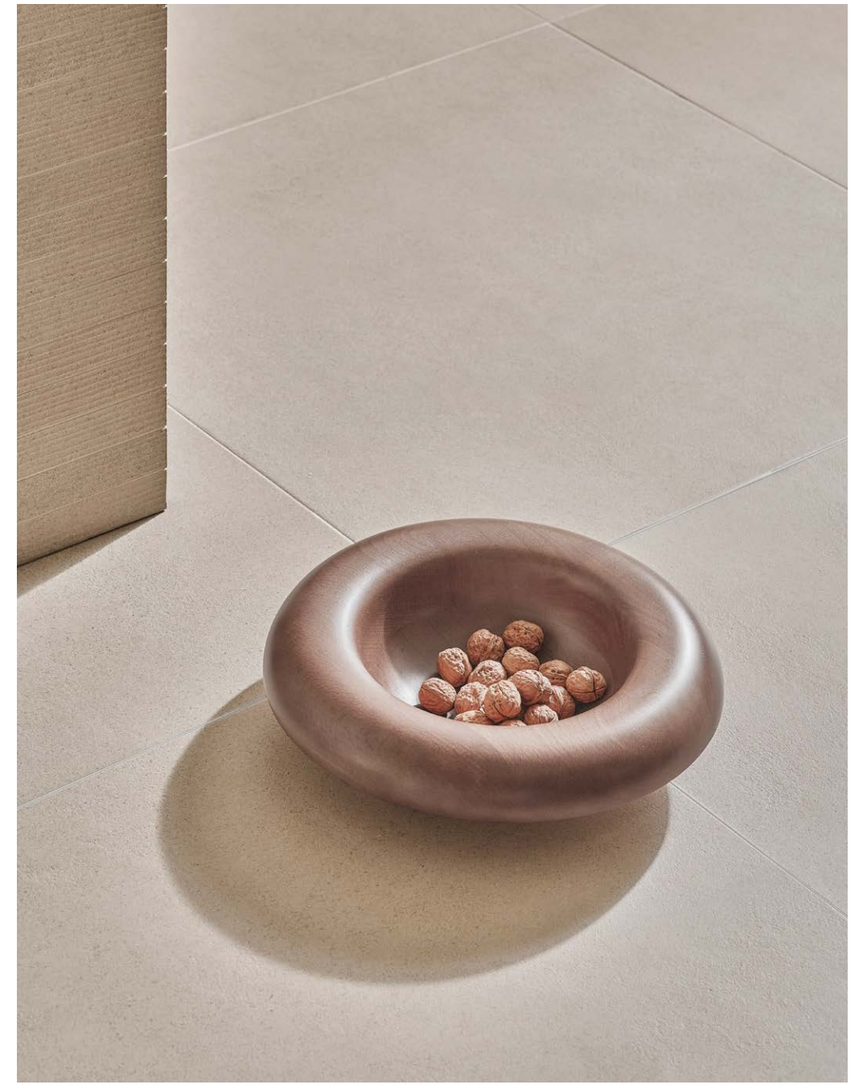
Norm Architects has created a collection capable of interacting with our senses and playing with the contrast between light and shadow, allowing surfaces to change appearance throughout the day, while maintaining a "soft minimal" style with a calm and balanced character. The collection is structured around two different textures: the first is linear and three-dimensional, the second has a smoother surface. The design allows you to create material combinations reminiscent of those you might encounter when walking through Copenhagen's oldest neighbourhoods: places packed with unique and imperfect details, which are also understated and very welcoming.

IT "Esplorando gli elementi che elevano i sensi, al di là delle preferenze soggettive, i nostri progetti riportano spazi, oggetti, idee e immagini alla loro forma più semplice.
Il nostro punto di forza è riuscire a trovare un equilibrio quando sembra che non ci sia più nulla da aggiungere o da togliere".

EN *"Exploring the elements that elevate the senses, beyond subjective preferences, our designs bring spaces, objects, ideas and images back to their simplest form. Our strong point is being able to find a balance when it seems as if there is nothing more to add or take away."*



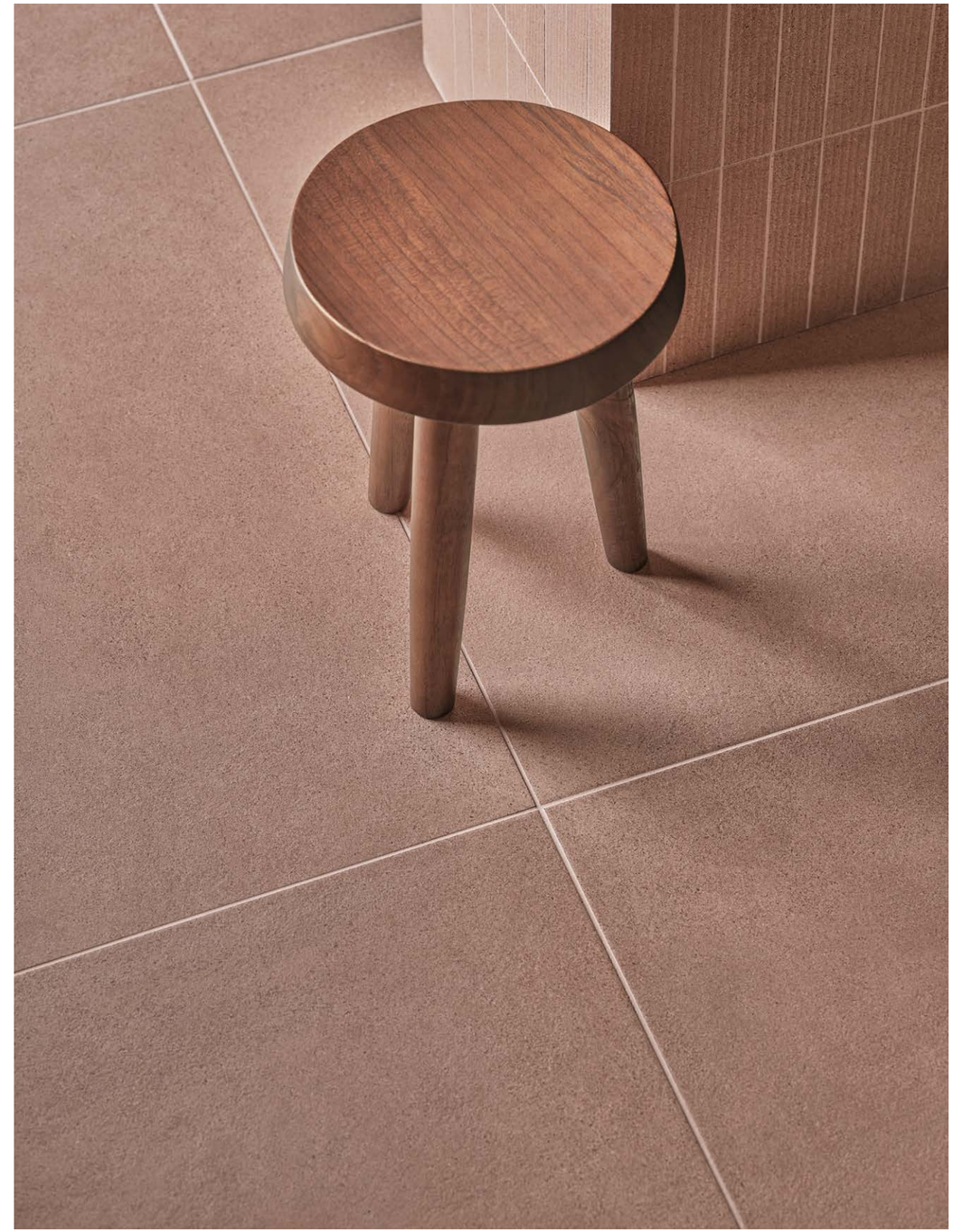
DESERT
Wall, Column — Texture
Floor, Solid — Natural



POWDER
Wall — Texture
Floor — Natural

CLAY
Wall — Texture

CLAY
Column — Texture
Floor — Natural



CLAY
Floor — Natural

IT "Osservando la nostra zona circostante, il nostro quartiere, abbiamo cercato di creare un concetto che affondasse le proprie radici nella storia architettonica di Copenhagen."

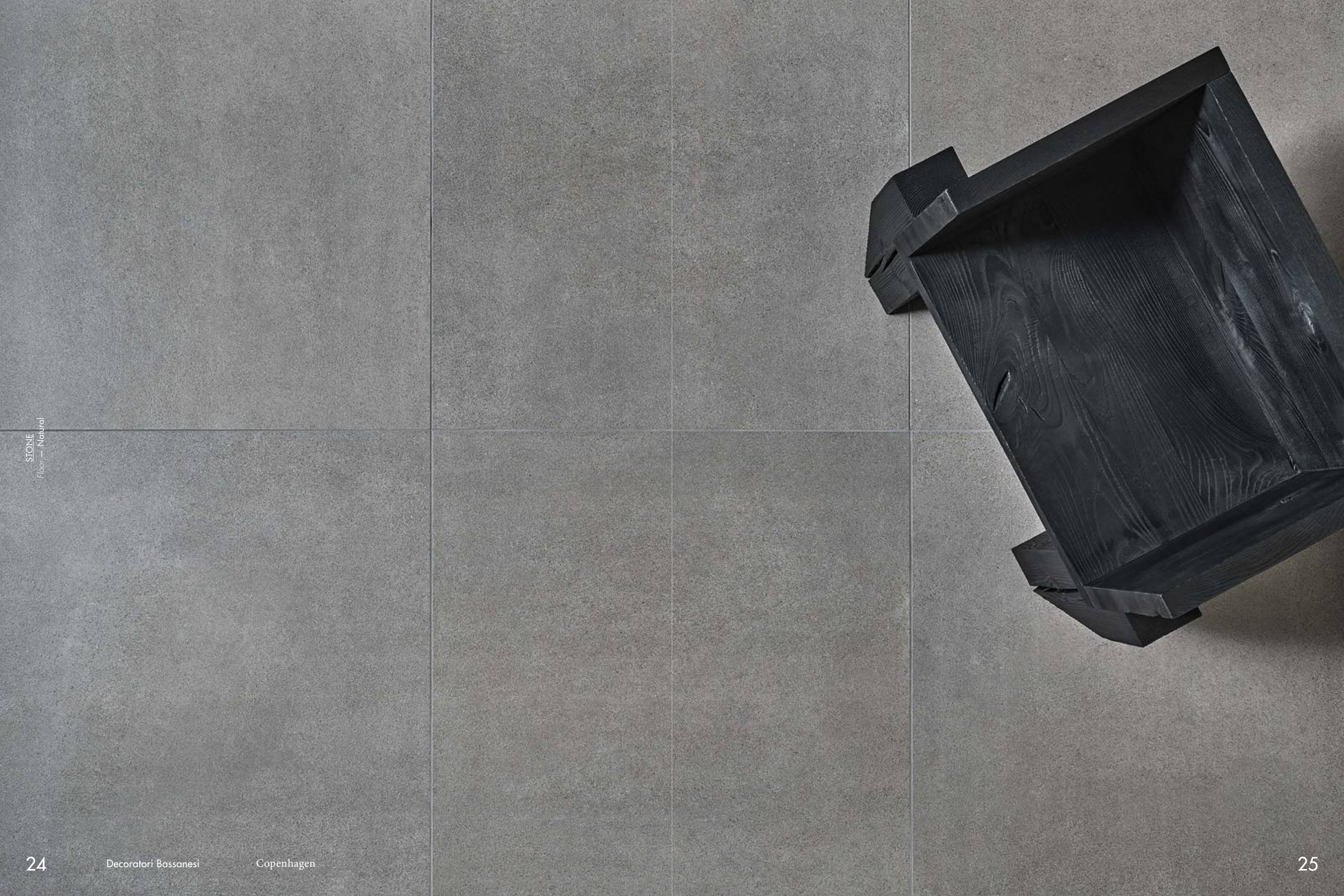
EN "By looking at our immediate surroundings - our own neighborhood, we have sought to create a concept that is rooted in the architectural history of Copenhagen."

PAPER
Wall, Floor, Bench — Natural

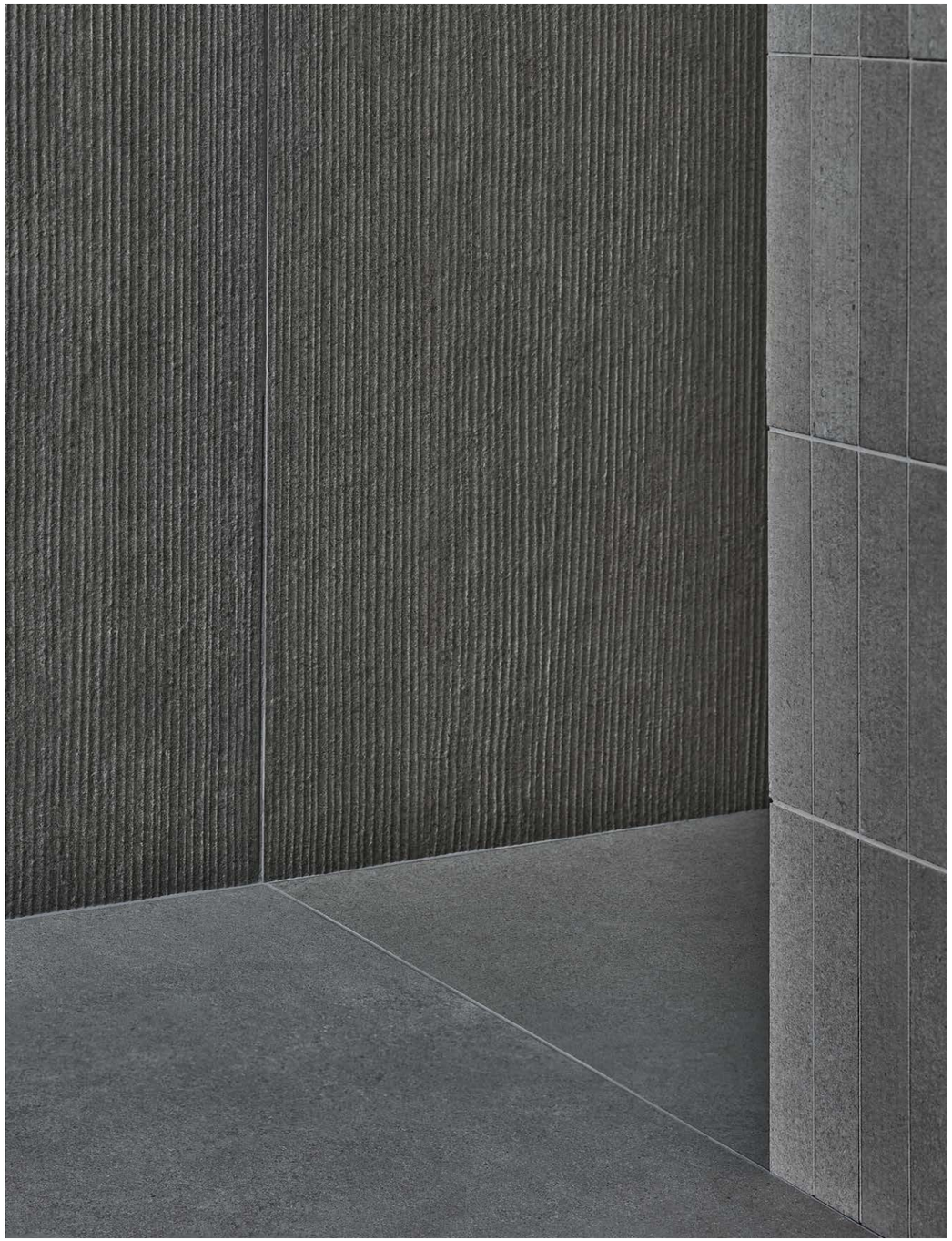
PAPER
Floor, Bench — Natural

STONE
Wall, Column — Texture
Floor — Natural

STONE
Wall — Texture
Floor — Natural

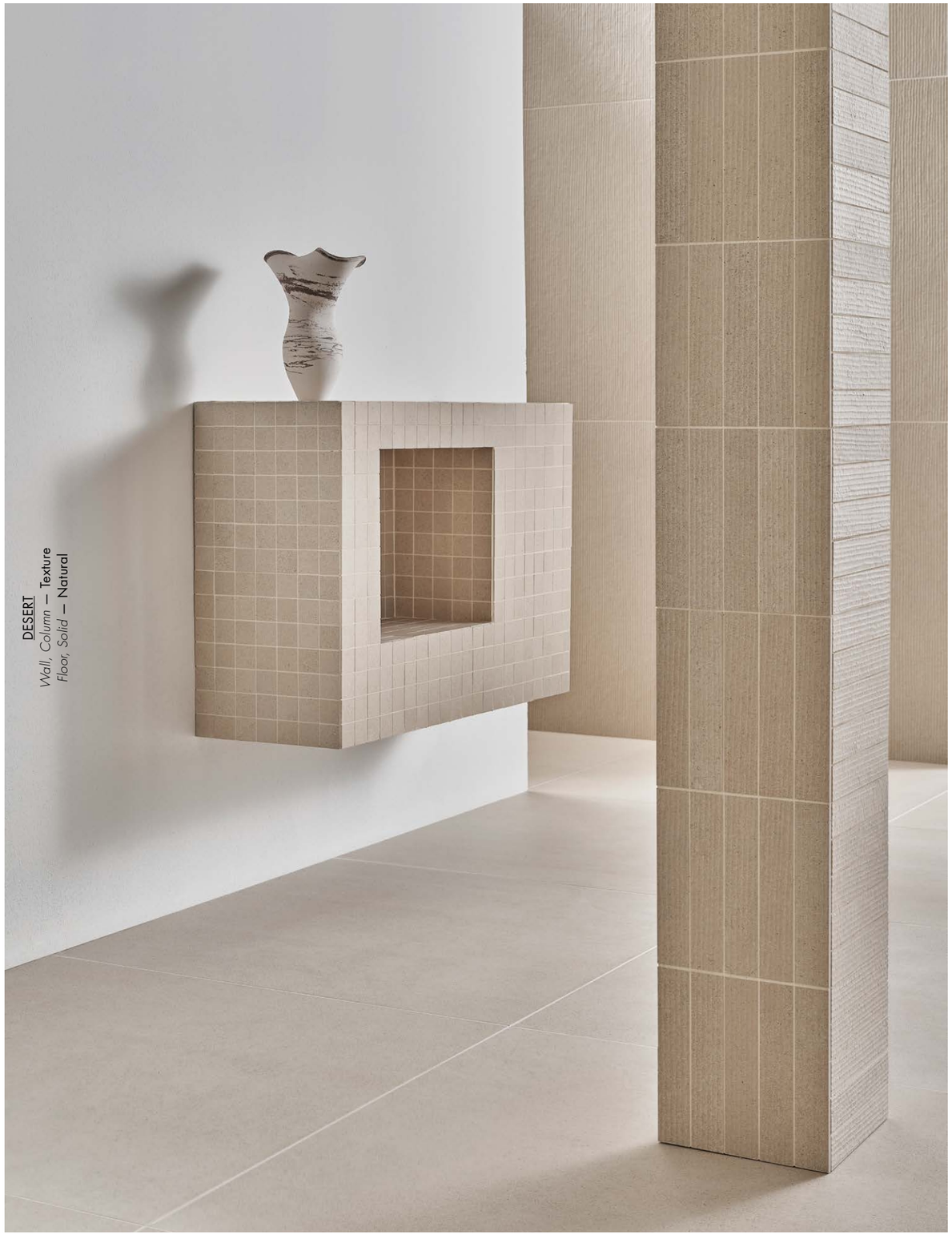


STONE
Floor — Natural



STONE
Wall — Texture
Floor — Natural

POWDER
Floor — Natural



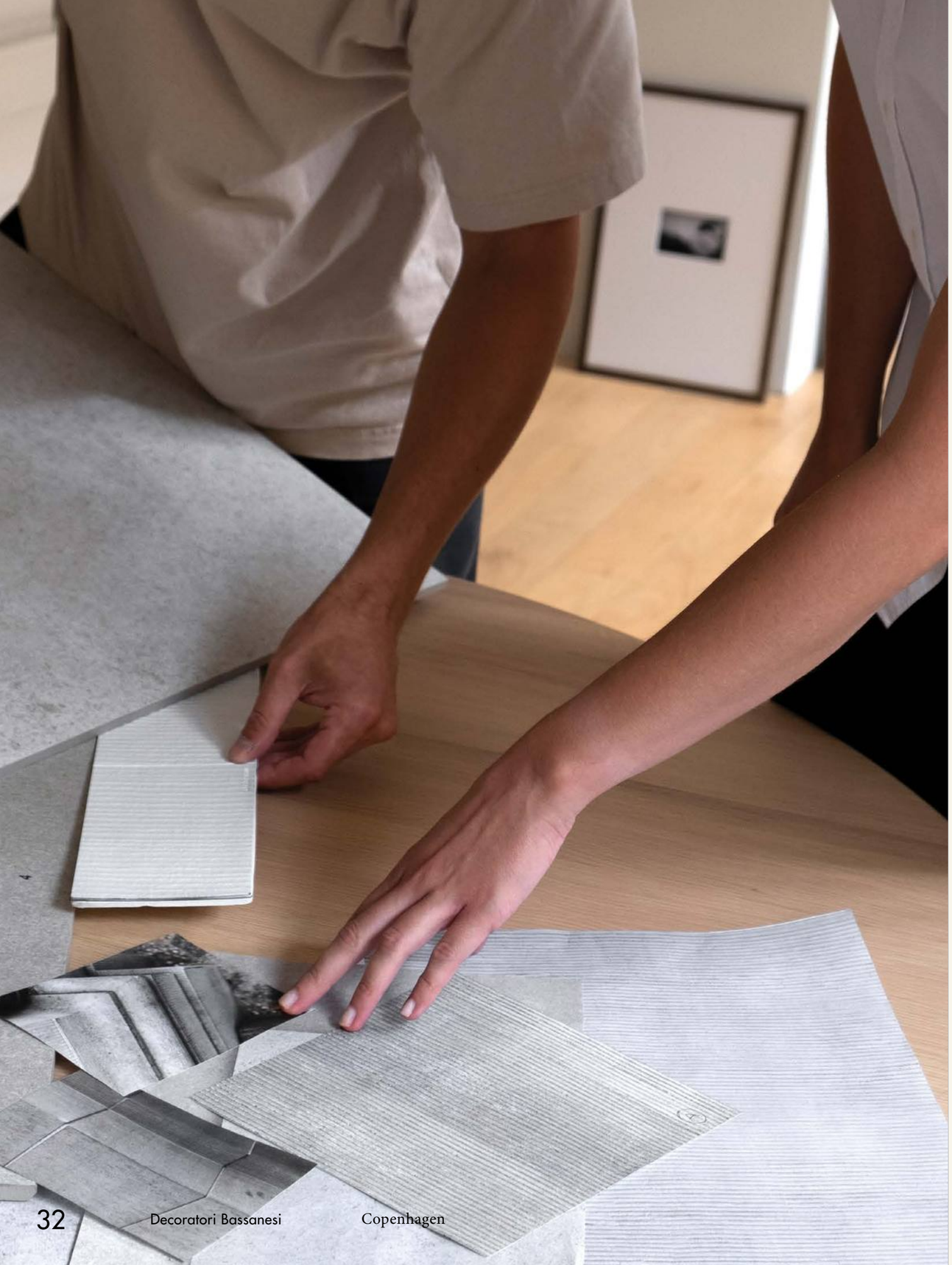
DESERT

Wall, Column — Texture

Floor, Solid — Natural

PAPER
Wall — Natural
Bench — Natural

POWDER
Wall — Texture



Interview with Norm Architects

IT “Ci proponiamo di creare oggetti che esprimano un’estetica soft minimal, oggetti che non possano essere migliorati aggiungendo o togliendo qualcosa, ma che abbiano un carattere caldo e naturale.”

EN “We strive to create objects that embody a soft minimal aesthetic; objects where there is nothing you can add or take away to make the product better, but with a welcoming and natural character.” Norm Architects.

Questions & Thoughts

A conversation with Norm Architects

Come è iniziata la vostra collaborazione con Decoratori Bassanesi?

How did your collaboration with Decoratori Bassanesi start?

IT Come molti dei nostri talentuosi colleghi che collaborano con Decoratori Bassanesi, abbiamo constatato che sono sempre più numerose le collezioni e i progetti che presentano un approccio originale e interessante e che sono allineati alla nostra filosofia di architettura degli interni. Dall’incontro con l’art director, Federica Biasi, è scaturita l’idea di creare una collezione ispirata alla nostra città: Copenhagen.

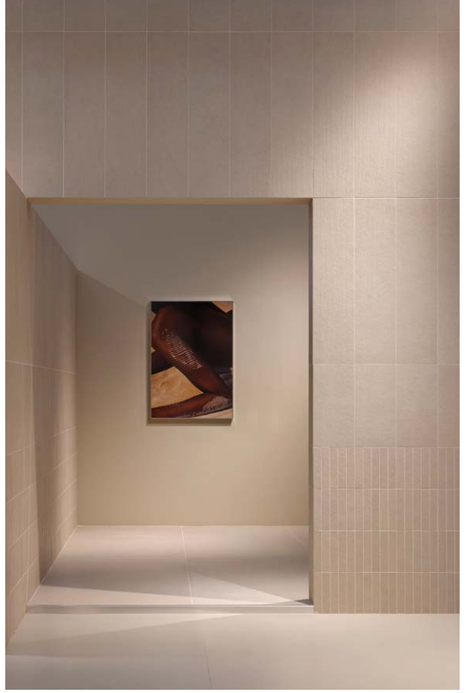
EN As many of our talented colleagues in the industry seem to be collaborating with Decoratori Bassanesi, we found more and more of the collections and projects to have a unique and interesting approach - as well as aligning with our internal design philosophy. Through connecting with the art director, Federica Biasi - the idea to create a collection, with inspiration in our home town of Copenhagen, Denmark, started to spark.

Abbiamo visto che lavorate sempre più spesso in Italia. Pensate che sia per il desiderio crescente di lavorare con i marchi italiani?

We have seen that you are working more and more in Italy. Do you think it is the added desire to work with Italian brands?

IT Abbiamo sempre osservato con interesse la lunga e grandiosa storia del design in Italia e ne abbiamo tratto ispirazione. Non solo per il valore estetico, ma anche per la capacità produttiva. I risultati di questa abilità creativa denotano un rispetto e un'ammirazione autentici. Sebbene le tendenze cambino in continuazione, i materiali di alta qualità sono sempre alla base dei prodotti, una caratteristica che anche noi valorizziamo e perseguiamo nel nostro lavoro.

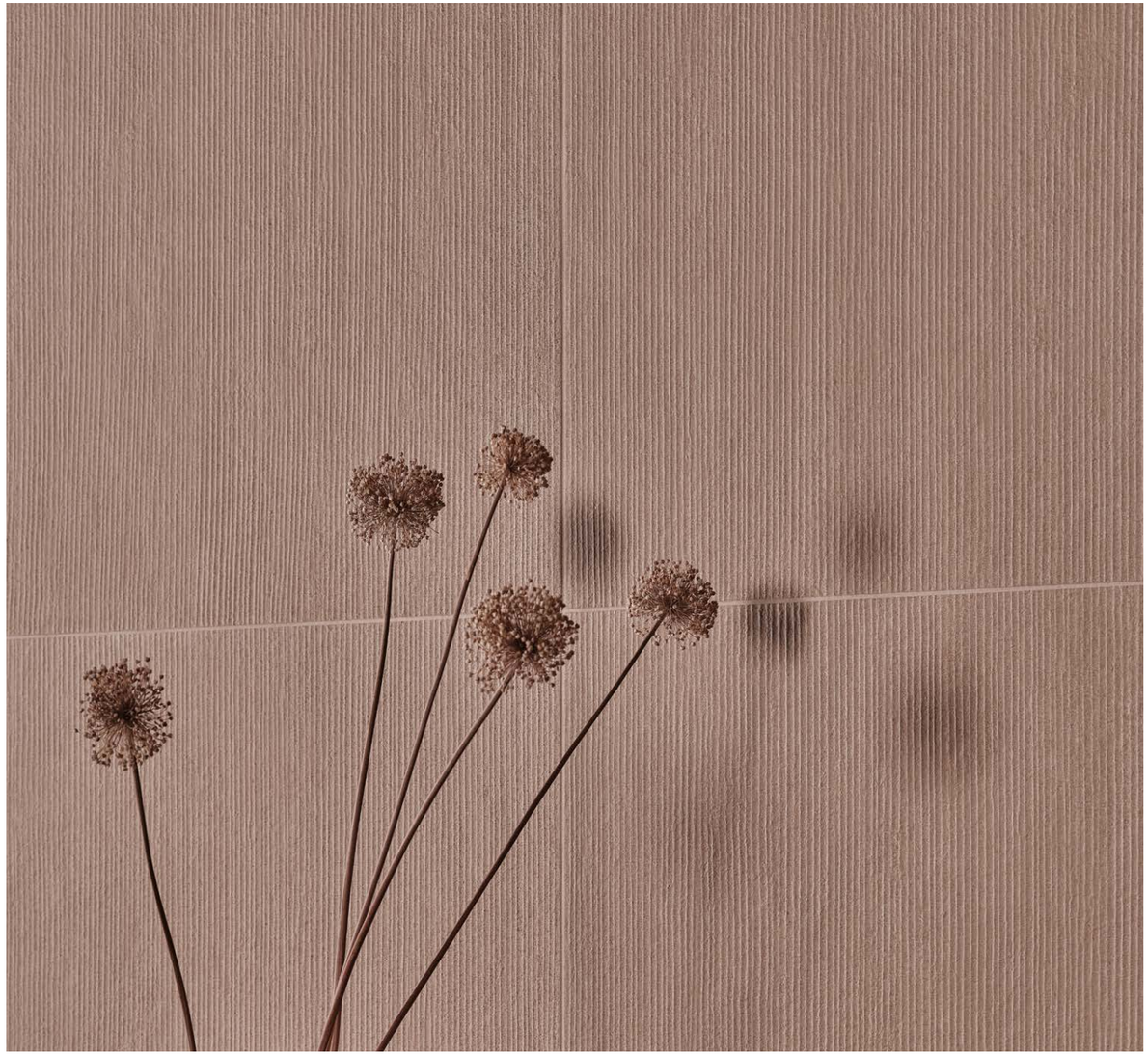
EN We have always been inspired and interested in the long and impressive design history of Italy. Not only from an aesthetic, but also from a production point of view.
There seems to be a genuine respect and admiration in the craftsmanship - and even with ever changing trends, high quality materials always serve as the foundation. Something that we treasure and pursue in our work as well.



Cersaie 2022

IT "Per mezzo della scelta appropriata di materiali, colori e forme, vogliamo creare dei prodotti di design in grado di stabilire una relazione tra gli esseri umani e gli oggetti, che raccontino con rispetto la storia delle tradizioni e delle culture a cui fanno riferimento."

EN "We wish to make designs that we, as humans, truly connect to, through the right choice of materials, colors and shapes, and respectfully tell the stories of connected traditions and cultures."



Qual è il vostro approccio progettuale al design del prodotto, considerando che siete anche architetti?

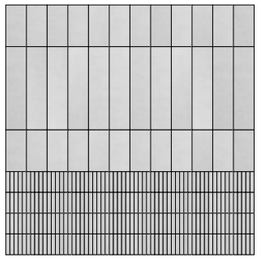
What is your project approach to product design as also being architects?

IT Il nostro approccio è sempre incentrato sul modo in cui gli esseri umani percepiscono l'ambiente circostante con tutti i loro sensi. Crediamo fermamente che il successo di un progetto dipenda da un approccio olistico. Dunque, per noi, l'architettura, il design degli interni o il design del prodotto non sono attività indipendenti, ma sono piuttosto delle parti di una totalità.

EN Our approach is always rooted in the way we as humans experience our environment through all of our senses. We truly believe that it's the holistic approach to a project that determines its success. Therefore we don't see architecture, interior design or product design as independent practices, but rather a part of a whole.

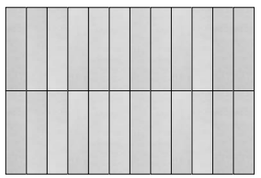
Technical Details

01



Parete *Wall*

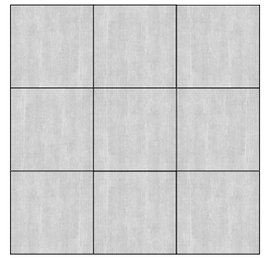
Nominale cm / Nominal cm *Pollici / Inches*	Superficie *Surface*
22,5 x 45 (9" x 17-¾")	Natural
22,5 x 90 (9" x 35-½")	Natural
22,5 x 45 (9" x 17-¾")	Natural
Stick 22,5 x 22,5 (9" x 9")	Natural



Pavimento *Floor*

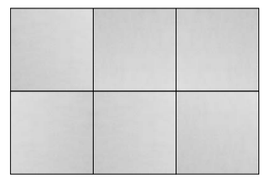
22,5 x 90 (9" x 35-½")	Natural

02



Parete *Wall*

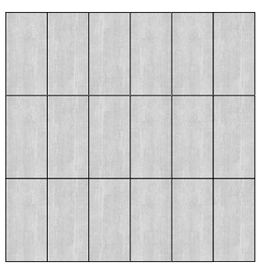
Nominale cm / Nominal cm *Pollici / Inches*	Superficie *Surface*
90 x 90 (35-½"x 35-½")	Texture



Pavimento *Floor*

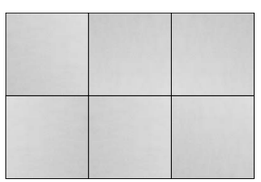
90 x 90 (35-½"x 35-½")	Natural

03



Parete *Wall*

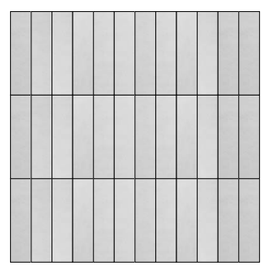
Nominale cm / Nominal cm *Pollici / Inches*	Superficie *Surface*
45 x 90 (17-¾" x 35-½")	Texture



Pavimento *Floor*

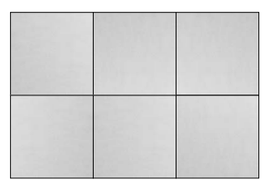
90 x 90 (35-½"x 35-½")	Natural

04



Parete *Wall*

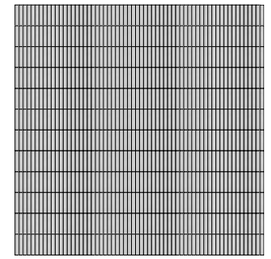
Nominale cm / Nominal cm *Pollici / Inches*	Superficie *Surface*
22,5 x 90 (9" x 35-½")	Natural



Pavimento *Floor*

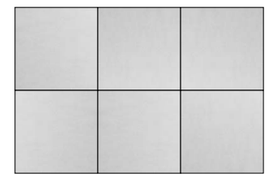
90 x 90 (35-½"x 35-½")	Natural

05



Parete *Wall*

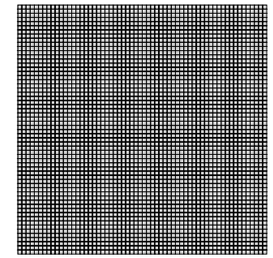
Nominale cm / Nominal cm *Pollici / Inches*	Superficie *Surface*
Stick 22,5 x 22,5 (9" x 9")	Natural



Pavimento *Floor*

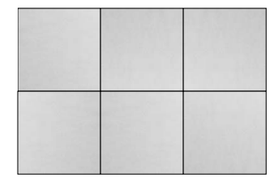
90 x 90 (35-½"x 35-½")	Natural

06



Parete *Wall*

Nominale cm / Nominal cm *Pollici / Inches*	Superficie *Surface*
Mosaic 31,5 x 31,5 (12-¼" x 12-¼")	Natural



Pavimento *Floor*

90 x 90 (35-½" x 35-½")	Natural

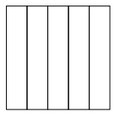
Formati / Sizes

Nominale cm *Nominal cm*	90 x 90	45 x 90	22,5 x 90	22,5 x 45	Stick 22,5 x 22,5 Listello 4,5 x 22,5	Mosaico 31,5 x 31,5 Tessera 4,5 x 4,5
Reale cm *Real cm*	90 x 90	44,9 x 90	22,35 x 90	22,35 x 44,9	Stick 22,35 x 22,35 Listello 4,31 x 22,35	Mosaico 31,37 x 31,37 Tessera 4,31 x 4,31
Pollici *Inches*	35-½″ x 35-½″	17-¾″ x 35-½″	9″ x 35-½″	9″ x 17-¾″	Stick 9″ x 9″ Listello 2″ x 9″	Mosaico 12-¼″ x 12-¼″ Tessera 2″ x 2″

Le nostre lastre sono sempre rettificate / Our slabs are always rectified

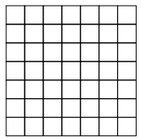
STICK E MOSAICO FORNITI SU RETE
IL MOSAICO TEXTURE È POSATO RANDOM

STICK AND MOSAIC MESH-MOUNTED
THE TEXTURE MOSAIC IS LAID RANDOM



Stick 22,5x22,5 cm — Listello 4,5x22,5 cm

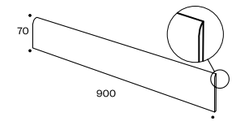
Stick 22,5x22,5 cm — Listello 4,5x22,5 cm



Mosaico 31,5x31,5 cm— Tessera 4,5 cm

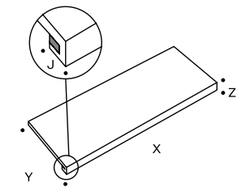
Mosaic 31,5x31,5 cm— Tessera 4,5 cm

Formati speciali / Special sizes



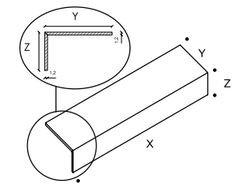
7 x 90 cm / 3″ x 35-½″

Battiscopa / Skirting



Gradino costa retta personalizzabile /
Custom full piece step

Servizio su richiesta / Service on request



Elemento a L personalizzabile /
Custom mitered L shape piece

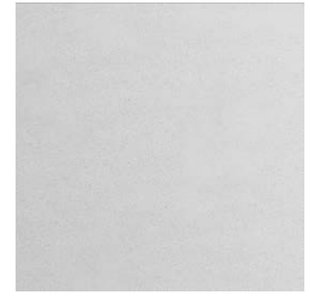
Servizio su richiesta / Service on request

Colori Stucchi — Colours Grout

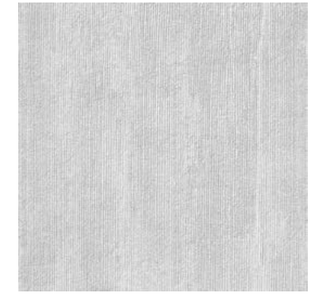
	Paper	Desert	Stone	Powder	Clay
Kerakoll Fugabella Color	COD N 21	COD N 25	COD N 08	COD N 07	COD N 31
Mapei Ultracolor Plus	COD N 130	COD N 131	COD N 112	COD N 127	COD N 135

Superfice — Texture

NATURAL



TEXTURE



Fuga — Joint

Fuga minima consigliata 2 mm

Minimum recommended joint 2 mm

Spessore — Thickness

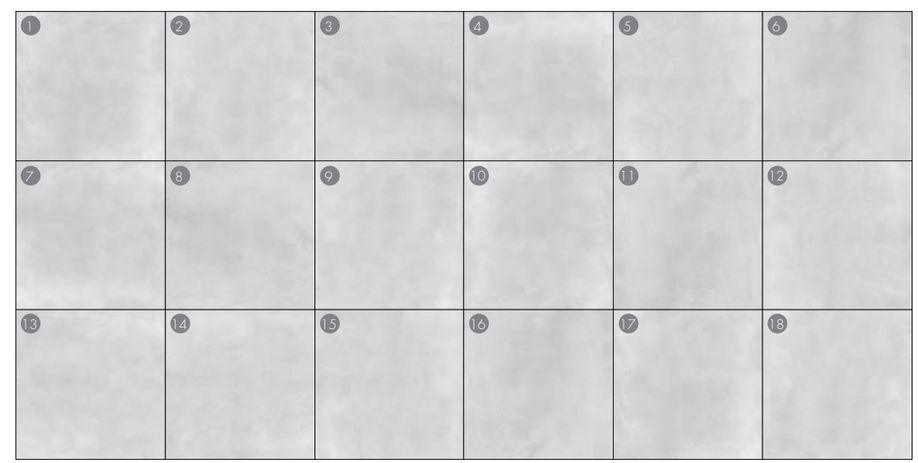
mm 9

inches ⅜

Lavorazione — Finishing

Gres porcellanato smaltato, rettificato

Rectified glazed porcelain stoneware

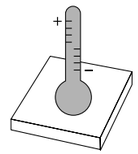


Grafiche — Graphics

Diciotto diverse lastre, sia nella versione NATURAL che TEXTURE, si mescolano casualmente per dare vita a un pavimento sempre diverso.

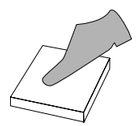
Eighteen different faces, both in NATURAL and TEXTURE finishing, mixed randomly, to inspire always new floor covering.

Resistenza agli sbalzi termici / Resistance to thermal shocks



Metodi di prova / Norma ISO standard	Valori prescritti dalle norme International standards UNI EN 14411 - ISO 13006	Prestazioni / Performances
ISO 10545-9	Metodo disponibile / Available method	Resiste / Resistant

Resistenza allo scivolamento / Skid resistance



Metodi di prova / Norma ISO standard	Valori prescritti dalle norme International standards UNI EN 14411 - ISO 13006	Prestazioni / Performances	
		Natural	Texture
DIN 51130		R10	R11
DIN 51097		A + B	A + B
DCOF ANSI A137.1		> 0,42 WET	> 0,42 WET
BRITISH PENDULUM BS 7976-2		39	

Credits

Art direction Federica Biasi
Photography Matteo Imbriani, Sandie Lykke Nolsoe (Norm Architects), Jonas Bjerre-Poulsen, Simone Furiosi
Graphic design Giulia Ferraris
Styling Greta Cevenini studio
Print Grafiche Antiga
Thanks to Nicole Giavaldi, A. Vetra, Astep, Bicci de Medici, Cara Davide, Mdf, Studio Rö, Teresa Lobelia d'Arienzo, Cimento Collection

I colori possono risultare falsati dai procedimenti litografici
The colours could be altered the lithographic printing process

Decoratori Bassanesi srl

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Luxury Stone And Tile Simplified

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