



MILK NA1

by NORM.architects

Materials: Mouth blown opal glass, ash wood legs, 2 meter fabric cord with dimmer

Dimensions: Ø: 200 x H: 250 mm

Colors: Unrteated ash wood legs with White or Black fabric cord or black stained ash wood legs with Black fabric cord

Cord Colours: Black, White

Light Source: 1x max. 40 W G9 halogen

Design Date: 2009

Story: With MILK, the NORM architects Kasper Rønn & Jonas Bjerre-Poulsen find exciting new ways in an ancient Nordic tradition of wood and glass. Though perfectly suited as a lamp, MILK adds more than light to your home. MILK can be placed anywhere and lights up both body and soul and lets the mind drift off to the Zen of a Japanese Onsen.

&MILK is the first item in a series of sensory design for the home



NORM.architects

designed the MILK lamp

Tradition: “We definitely see our work as a part of the Scandinavian modernist tradition – functional, minimal, poetic and timeless - with a profound understanding of natural materials and a special attention to detail”, says NORM, also known as the architects Kasper Rønn (born 1976) & Jonas Bjerre-Poulsen (born 1976). They are both graduates from the Royal Danish Academy of fine Arts in Copenhagen, and the dynamic design duo, being true modernists, believe in design where focus is on meeting a real need instead of creating one. Function, production and form are equally important components, and though being true Nordic values, this also applies for the traditional Japanese design, the Arts & Crafts and the Shaker Movement - all traditions NORM are influenced by. 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. In the architect and designer Carlo Scarpa, with his obscure attention to detail, the duo see a kinship which they express in the little twist or playful detail they add to their design.

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. Speaking with one voice of design but being two highly creative individuals, the collaboration between them often leads to new designs, throwing an idea back and forth. With MILK for &Tradition, NORM’s intention was to create a soft light that could be placed in all the corners of the home to create a cozy atmosphere. With MILK’s innovative combination of a translucent glass shade on wooden legs, the lamp stands firm in a strong Danish tradition, not unlike NORM themselves.