

THE COLLECTION



NORR11



INDEX

DESIGN PHILOSOPHY	4
THE COLLECTION	
BIG	10
BOHO	14
BUFALA	16
COOPER	18
CUBISM	20
DUKE	22
ELEPHANT	24
FAVE	28
FIN	32
FUJI	34
GALLERY	38
GEAR	40
GHOST	44
HIPPO	46
JAGGER	54
JFK	60
LANGUE	62
LE ROI	66
LIÈGE	68
MAMMOTH	72
MAN	74
NEW WAVE	76
NOMAD	78
NY11	80
OKU	86
PIPE	88
QUARTZ	90
REPOSÉ	92
SAMURAI	100
SOHO	102
STUDIO	106
TILT	114
TOTEM	116
OUTDOOR	118
COLLECTION OVERVIEW	124

DESIGN PHILOSOPHY

Sculptural, bold & sophisticated

Driven by the desire to challenge boundaries between time periods, design directions, cultures and materials, we are dedicated to crafting pieces with character. With a sculptural, bold and sophisticated design, we wish to push boundaries and thread new pathways.

Our in-house design studio, led by our founder Tommy Hyldahl and our lead designer Kristian Sofus Hansen, embodies a blend of architectural precision and a trend-forward outlook. Our design process is driven by curiosity and willingness to challenge conventional thinking, always favoring comfort and functionality from an aesthetic foundation.

At our studio, we embrace a 360-degree perspective, ensuring that each piece of furniture exudes visual appeal from every angle. The result is a sculptural, bold and sophisticated expression. In our process, we dare to blend time periods, design directions, cultures and materials to craft products that exude attitude and relevance.

By combining references from design history with forward-looking perspectives, our designs often evoke a sense of familiarity, but freshly and uniquely, bridging the gap between classic and modern design.

As a Danish design company with a global reach, we draw inspiration from around the world. We are especially inspired by Japanese design principles and the Wabi Sabi philosophy, which is evident in our material compositions. We invest considerable time in adding tactility to our materials, bringing them to life in a way that resonates with our unique expression.

Crafted with honest materials, our pieces are made to use and built to last. By harmoniously blending form, function and comfort we are committed to creating timeless pieces on the leading edge of design.





DESIGN
THAT
SPARKS
CURIOSITY

BIG

With their sculptural and organic shapes, the Big chairs form a welcoming lounge series. Their enveloping design invites you to nestle and cocoon. The Big chairs offer versatility with swivel base options: a 180-degree swivel with a return feature, and a 360-degree swivel without return. Both designs enable smooth rotation for user engagement. The auto-return mechanism ensures the chair automatically returns to its original position, enhancing convenience.





Comfort was the starting point of the Big series pieces. With its soft lines and embracing nature, the series brings character and life into any interior setting.





BOHO

The Boho Chair draws inspiration from the soft, flowing silhouettes of the 1970s, while its mirror chrome base reflects the crisp, geometric style of the 1980s. Boho features a soft, playful shape with a gently bulging backrest that provides the chair with form and a unique silhouette. The lower frame adds a genuine lounge feel and imparts a light, almost floating appearance to the chair.





BUFALA

With rich wood grain, the Bufala Chair has a distinctive appearance to match its high quality, solid wood construction. The back is made with a special production technique pressing multiple layers of oak veneer in a compression mold, forming the characteristic Bufala horn shape that provides back and arm support.





COOPER

The Cooper Lounge Chair is, in many ways, a bridge between past and present, both in its form and expression. Its rounded shapes and clean lines take inspiration from old, classic cars, where two simple curves come together to create a strong, recognizable identity. One of its defining features is the frame, available in stainless steel or FSC-certified solid oak. The steel frame represents the contemporary side of NORR11, while the oak version connects to the brand's heritage. The seat and backrest are each composed of two curved shells, allowing for different upholstery on the front and back, which opens up endless creative possibilities.





CUBISM

Made from travertine stone, Cubism is all about embracing the qualities and beauty of a material widely used in classical architecture. With its minimalist square shape, the Cubism table intentionally directs the viewer's attention to the intrinsic qualities of a material that possesses its own life and character. Available in two sizes and travertine colors, the Cubism table serves multiple purposes, such as a coffee table, side table, plinth for exhibiting objects or as a display in stores.





DUKE

Made of powder-coated steel, the Duke table is a multifunctional piece of furniture that comes in three different sizes. The tray top can easily be lifted and the base can be rotated to different heights. Combining all three sizes together creates a landscape complimenting any setting.





ELEPHANT

The Elephant series is a modern interpretation of Scandinavian minimalism combined with Japanese aesthetics. The series consists of a variety of light and elegant seating pieces. The sculptural, elephant ear-shaped back ensures that the chair is pleasing to look at from the back, but also provides a comfortable support, gently embracing the user when leaning back and relaxing in the chair.





Elephant Armchair, Dark Smoked Oak, Baru 0390 | Elephant Bar, Dark Smoked Oak, Dunes Almond
Elephant Chair, Dark Smoked Oak, Nuance Burned Grey | Elephant Counter, Dark Smoked Oak, Baru 0390



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FAVE

The essence of crisp and cool. Representing a new genre within the NORR11 universe, the series signals the opening of a new horizon. The name 'Fave' is a nod to the 80s, serving as a link to the series' design inspiration but reinterpreted in a contemporary way. Like a blast from the past, but in the best way possible







Made to order

The design of Fave encourages relaxed and informal sitting positions, inviting users to lounge more freely.



FIN

The Fin side table is a minimal furniture piece. Fin comes with a top of solid oak with rounded edges, making it paper-thin when seen from one angle and solid from another. The table has two turned oak timber legs, contrasted by a fin-shaped leg of massive oak.





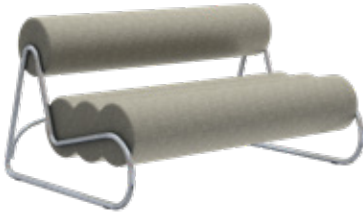
FUJI

The design of the Fuji lampshade is inspired by Japan's Mount Fuji. Characterized by an exceptionally symmetrical cone with a flat slope shape, Mount Fuji has inspired artists and poets for centuries. The lampshade combines opal glass with soft organic forms to create a warm and translucent light, embracing the gently curved shape of the metal notion.









GALLERY

Gallery is an elegant pendant and wall lamp offering atmospheric lighting, inspired by the subdued atmosphere often experienced in galleries and museums. A narrow opening at the bottom of the lamp provides gentle downward lighting, while its primary function is to spread light upwards, creating an atmospheric glow that enhances the room's ambiance.





GEAR

Gear draws its inspiration from the 1950s architectural movement of Brutalism, characterized by its geometric forms and raw concrete surfaces. The Gear table is crafted by hand through a 9-step manufacturing process, meaning no two tables are alike. Each table bears its own characteristics, with variations in the fluted surface, slightly visible mold lines, small holes or subtle unevenness on the edges, showing that all steps in creating the product involve hands.









GHOST

The Ghost tables are cast with three pointed legs and a concave top, the curve of which beautifully highlights the qualities of the material. The tables are not polished once removed from the mold, giving them a unique, rough surface texture. This raw aluminium is powder coated and then hand-painted, which gives it a beautiful and diverse surface, which alternates between a matte and a reflective finish.





HIPPO

The Hippo family is defined by soft, playful shapes that draw inspiration from the rounded forms of 70s furniture. The series earned its moniker during the design process, when the back view revealed similarities to a hippopotamus, giving birth to the name 'Hippo.' The distinctive wooden profile serves as an almost architectural element that contrasts sharply with the rounded, soft back and seat. Since its introduction, the series has been expanded to include the Hippo Steel Chair and an office chair.







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A free spirit

It took a long time to find just the right soft shape for Hippo. Meticulous attention to detail is invested in the production phase, where foam is carefully cut by hand to achieve the ideal round form.





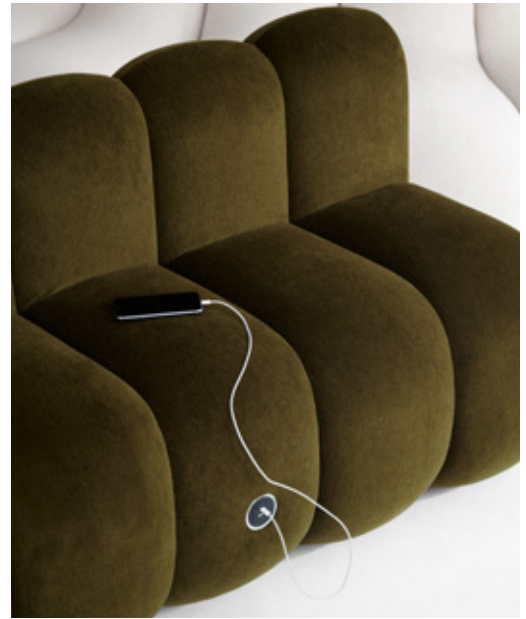


JAGGER

Available as both a lounge and dining sofa, Jagger's bold, rounded contours draw inspiration from the expressive forms of the 70s sofa styles. Composed of segments, Jagger encourages creativity in design and layout, providing the flexibility to precisely adapt seating arrangements to any space.







Jagger took shape from a simple curve drawn on a piece of paper

Rooted in the idea of creating an unrestricted form perfectly complementing its surrounding space. The design offers absolute freedom and flexibility, almost tailor-made to suit a room's dimensions and intended purpose.





Born to be a centerpiece

The dual-sided design maximizes seating options, while liberating the sofa from the constraint of being placed against a wall.



JFK

With its pure and simplistic design, the JFK Desk, inspired by the '60s, is ideal for design-oriented offices and home offices. The desk has a slim tabletop of ash with three inbuilt drawers and a hidden space for a power bank, making it easy to power a laptop, table lamp, or smartphones.





LANGUE

With its gently curved seat, Langue offers comfort and an elegant aesthetic, seeking to harmonize with its surroundings by not demanding too much attention. Its name, 'Langue', meaning 'tongue' in French, refers to the chair's sculptural form, which closely resembles the shape of a tongue. With the wide range of possible combinations of frame, shell colors and upholstery options, the Langue Chair can be customized to each and every scenario without compromising its fundamental concept of a simple functional chair.





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LE ROI

The French royal inspired Le Roi series is made of solid ash with inlaid natural handwoven rattan. The tactile rattan creates translucent surfaces highlighting the beautiful and simple construction of the Le Roi pieces.



LEFT Le Roi Bench, Natural Ash | Le Roi Bench, Dark Smoked Ash
RIGHT Le Roi Chair w. Cushion, Dark Smoked Ash



LIÈGE

The Liège Pouf, light and soft to the touch, is crafted in the distinctive shape of a Champagne cork. Available in various upholstery options, it introduces a quietly neutral or boldly colorful focal point to any space, depending on how it's dressed.









MAMMOTH

The Mammoth series is characterized by the high back, hugging wings and fluffy upholstery which provides superior comfort and a sense of privacy. The seat and back are formed from the same compression mold, giving the chair and the sofa its signature clean, minimalistic look.





MAN

The Man series references the 1950s and 1960s Danish furniture design, a period inspired by the Bauhaus movement where simple and clean shapes were in focus. Minimal detailing and a stylish, clean expression demonstrate the Bauhaus influence in the Man furniture series.





NEW WAVE

New Wave is a minimal sofa design inspired by Danish sofas from the 50s. New Wave's curvy design is distilled into three elements - base, back and cushion. Each element is carefully designed according to its function, making the New Wave both an elegant and highly refined sofa design.





NOMAD

The Nomad chair is a Nordic interpretation of the traditional Moroccan wicker chair. Crafted by skilled artisans, it features a large seat and back made from two molded bamboo frames with inlaid handwoven rattan.





NY11

Inspired by traditional Danish elementary school chairs, the NY11 series consists of dining chairs, bar stools and counter stools available with and without backrest. Just like school chairs, NY11 pieces had to be both comfortable and very durable. The result is a simple and honest design with a timeless expression.



LEFT NY11 Bar w/ Backrest, Dark Smoked Oak | NY11 Counter w/o Backrest, Dark Smoked Oak, Terra lime 20365
RIGHT NY11 Bar w/ Backrest, Dark Smoked Oak





NY11 Counter, Natural Oak, Terra Sand | NY11 Chair, Natural Oak, Mineral | NY11 Bar, Natural Oak, Nobel 61296
NY11 Counter w/o Backrest, Natural Oak, Dunes Camel | NY11 Bar w/o Backrest, Natural Oak



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OKU

Oku draws its name from the Japanese word for oak, 'Oku,' reflecting the essence of the design. The table plays with the interplay of light and heavy, appearing paper-thin from one angle while revealing its solid form from another. The Oku tabletop is produced in oak veneer with rounded edges, while the legs, crafted from turned oak, are positioned offset to create the illusion of a floating surface.





PIPE

The Pipe Pendant is an energy-saving lamp made from traditional steel pipes and features and includes a LED bulb. The Pipe series is formed by the inspiration of the industry, where pipes are often necessary for daily operations. The lamp is available in three different lengths and colors.





QUARTZ

Quartz is a versatile stone-like object, suitable as a side table, plinth or sculpture. Inspired by the natural crystal shape of the quartz stone, Quartz changes its appearance when seen from different angles. Owing to the raw materiality of hand-painted reinforced fiber concrete, the surface of Quartz has a unique and tactile texture.





REPOSÉ

The Reposé Sofa is designed to bring the comfort of home to any space beyond the living room. Its name, Reposé, is a reference to the comfort of the sofa, designed to provide the ultimate relaxation as the perfect place to rest. Built on a modular approach, the sofa allows users to experiment with different setups. The sofa is available with an armrest as a separate module, which is easy to attach and just as easily removed with no tools required.











The feeling of home

Reposé is built on a modular approach that allows users to experiment with different setups, making Reposé equally suitable for both large, open areas and smaller, more intimate settings.



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SAMURAI

The Samurai chair is a low-slung lounge chair inspired by Japanese wood joinery and the Danish stick chairs of the 70s. Turned oak sections and high-quality saddle leather create a robust, supportive, and comfortable seat.





SOHO

The Soho table embodies the essence of architectural craftsmanship, drawing inspiration from the distinctive facades in SoHo, New York. The idea for the design was sparked during a stroll through the neighborhood, where the fluted building facades left a lasting impression and is directly reflected in the fluted column that forms the core of the table.





A hint of New York

Crafted from travertine, the table features a column and a tabletop, designed to contrast each other. The tabletop, thin and light, stands in stark contrast to the column's robust and fluted base.





STUDIO

The original concept for Studio drew inspiration from the sunken lounge sofas of the 1970s. Its aim was to infuse the relaxed, laid-back essence of lounging into the design, while offering a higher degree of modernity and flexibility. Featuring a versatile yet simple system of modules, Studio offers a variety of options to form numerous settings, shapes and styles.







Crafted in Northeast Italy

Considerable time and effort have been dedicated to ensuring the right comfort without compromising the look of the fluted upholstery. Achieved through a soft foam blend, Studio offers an unparalleled level of comfort.







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TILT

The Tilt table plays with the illusion of balance, making it look as though it's on the verge of tipping over. While it functions as a table, Tilt is equally a sculptural form, making it multipurpose - it could easily serve as a pedestal or even a standalone sculpture. Considerable effort has gone into finding the right weight and balance point, ensuring that the table stands as stable as any traditional table, despite its unconventional form.





TOTEM

Totem is an easy-going chair designed with a light and informal expression. Its round back encourages freer and more relaxed sitting positions than traditional chairs. Whether leaning back casually or resting the arms comfortably on the rounded back, Totem accommodates diverse sitting styles. Its lightweight design is apparent not only in its appearance but also in its ease of lifting and moving around, making it an ideal choice for spaces that require flexibility.





OUTDOOR

Experience the allure of an outdoor sanctuary inspired by the atmosphere of indoor lounges. Ideally suited for living, socializing and relaxing, the Studio Sofa, Hippo Chair and Hippo Lounge Chair have been specially designed for outdoor areas.





Bringing the magic of indoor lounging to the open-air

Imagine an outdoor scenario where you want to stay seated. The Outdoor series is designed to offer the same comfort as the existing collection.





Resilience against general wear and tear

The Outdoor series comes in two variants of OEKO-TEX-certified Savane upholstery from Sunbrella, as well as the advanced protected leather LEISURE from Sørensen Leather.





PRODUCT OVERVIEW

CHAIRS



NY11 CHAIR
p. 80



ELEPHANT CHAIR
p. 24



ELEPHANT ARMCHAIR
p. 24



BUFALA CHAIR
p. 16



TOTEM CHAIR
p. 116



LANGUE CHAIR
p. 62



LANGUE CHAIR W/ ARMREST
p. 62



HIPPO CHAIR
p. 46



HIPPO STEEL
p. 46



HIPPO SWIVEL
p. 46

COUNTER & BAR STOOLS



NY11 COUNTER & BAR
w/o Backrest | p. 80



NY11 COUNTER & BAR
p. 80



ELEPHANT COUNTER & BAR
p. 24



BUFALA COUNTER & BAR
p. 16



TOTEM COUNTER & BAR
p. 116



HIPPO COUNTER & BAR
p. 46

LOUNGE CHAIRS



BOHO CHAIR
p. 14



FAVE CHAIR
p. 28



FAVE FOOTSTOOL
p. 28



COOPER LOUNGE CHAIR
Steel | p. 18



COOPER LOUNGE CHAIR
Wood | p. 18



HIPPO LOUNGE CHAIR
p. 46



HIPPO LOUNGE CHAIR
Full upholstery | p. 46



LITTLE BIG CHAIR
p. 10



BIG BIG CHAIR
p. 10



MAN LOUNGE CHAIR
p. 74



ELEPHANT LOUNGE CHAIR
p. 24



ELEPHANT OTTOMAN
p. 24



MAMMOTH CHAIR
p. 72



MAMMOTH OTTOMAN
p. 72



NOMAD CHAIR
p. 78



SAMURAI CHAIR
p. 100



LE ROI CHAIR
p. 66

SOFAS AND DAYBEDS



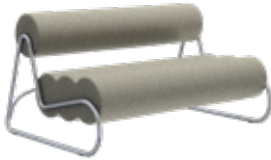
HIPPO SOFA
p. 46



JAGGER DINING SOFA
p. 54



JAGGER LOUNGE SOFA
p. 54



FAVE SOFA
p. 28



REPOSÉ SOFA
p. 92



STUDIO SOFA
p. 106



MAMMOTH SOFA
p. 72



MAN DAYBED
p. 74



MAN SOFA
p. 74



NEW WAVE SOFA
p. 76

COFFEE & SIDE TABLES



CUBISM COFFEE TABLE
Small | p. 20



CUBISM COFFEE TABLE
Large | p. 20



QUARTZ SIDE TABLE
p. 90



SOHO COFFEE TABLE
p. 102



SOHO SIDE TABLE
p. 102



GEAR COFFEE TABLE
p. 40



GEAR SIDE TABLE
p. 40



GEAR SQUARE COFFEE TABLE
p. 40



TILT COFFEE TABLE
p. 114



TILT SIDE TABLE
p. 114



OKU COFFEE TABLE
p. 86



FIN SIDE TABLE
p. 32



LE ROI SIDE TABLE
p. 66



GHOST COFFEE TABLE
p. 44



GHOST SIDE TABLE
p. 44



DUKE COFFEE TABLE
p. 22

POUFS & BENCHES



STUDIO POUF
p. 106



STUDIO BENCH
p. 106



LIÈGE POUF
p. 68



LITTLE BIG POUF
p. 10



LE ROI BENCH
p. 66

DINING TABLES



OKU DINING TABLE
Rectangle 250 | p. 86



OKU DINING TABLE
Round Ø120 | p. 86



SOHO CAFÉ TABLE
Ø80 | p. 102



SOHO DINING TABLE
Ø120 | p. 102



SOHO DINING TABLE
Ø140 | p. 102

DESKS



JFK HOME DESK
p. 60



JFK OFFICE DESK
p. 60

LIGHTING



FUJI PENDANT
p. 34



FUJI WALL LAMP
p. 34



GALLERY PENDANT
p. 38



GALLERY WALL LAMP
p. 38



PIPE PENDANT
p. 88

OUTDOOR



HIPPO CHAIR
p. 118



HIPPO LOUNGE CHAIR
p. 118



STUDIO SOFA
p. 118



