



PRESS RELEASE

Column Table Lamp, Portable
by Norm Architects

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Brushed aluminium updates the portable Column Table Lamp

The Column Table Lamp, Portable is as clever as it is convenient. Combining the latest technology and mood-setting style in one cordless design, it is powered by battery for the ultimate in freedom and flexibility. Now updated with a brushed aluminium finish, the USB-charged lamp has a dimmable LED bulb that adjusts to three settings – bringing its inviting glow to outdoor and indoor spaces alike. Its characteristic mushroom shape nods to the bollards used to secure seafaring vessels to a jetty. Moving seamlessly from the dining table to the terrace, the little lamp makes a big impression – and its subtly matte surface reflects the light for added ambience. The concealed USB socket at the base also fits MENU's Charging Board, a clever device which reanimates multiple portable lamps in a single sitting.

About The Designers

Founded in Copenhagen in 2008 by Jonas Bjerre-Poulsen and Kasper Rønn, Norm Architects specialise in residential architecture, commercial interiors, industrial design, photography and art direction. The name, Norm Architects, reflects the group's emphasis on the importance of drawing inspiration from norms and traditions within architecture and design – particularly the Scandinavian design principles of timeless aesthetics and natural materials, and the modernist values of restraint and refinement. Guided by these principles, Norm Architects produce a design that unites materials and craftsmanship, while embodying beauty, history and, most importantly, timeless simplicity, where there is nothing more to add or take away.

Today, the group regularly collaborates with MENU, helping to drive the evolution of the brand and its product offerings — imbued with the same intrinsic quality as Norms creative direction: a simplicity that carries bigger ideas. Lead by the body and mind rather than by trends or technology, their projects explore ideas that not only look good but that also feel good: architecture becomes thoughtful, minimalism acquires softness and visual matter assumes haptic qualities.

press@menuspace.com



Column Table Lamp, Portable

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PRODUCT TYPE
Table lamp

ENVIRONMENT
Indoor

DIMENSIONS
H: 17,5 cm / 6,9"
Ø: 12 cm / 4,7"

COLOUR
Brushed aluminium

MATERIALS
ANODIZED ALUMINIUM, LED, ABS



A Sense of Community

MENU has always been fascinated by the way in which individuals and spaces can be united through great design. In our pursuit to craft furniture, lighting and interior accessories shaped by purposeful details, high-quality materials and human needs, we create strong and lasting relations between designers, manufacturers and customers. The sense of community that results from this union of like-minded individuals fosters a deeper sense of belonging – and products that stand the test of time, inviting human connection, inspiration and experimentation to push the boundaries of modern design. We truly believe that when we work collectively, we achieve more than we do individually: the sum of our work and of our connections is always greater than its parts, and our softly minimal designs and collaborative spirit help to join the dots between the home, the workplace and the service industry, redefining how we use space and, ultimately, how we connect to those around us.



www.menuspace.com

MENU at The Audo



MENU's showroom is located at The Audo, a unique concept that masterfully unites co-working and event facilities, a café, restaurant and retail area, as well as an exclusive residence in a single, community-building universe. The Audo features an inspiring mix of original features and thoughtful new accompaniments from an eclectic mix of premium brands – not least MENU's comprehensive range of furniture, lighting and accessories which are put to their truest test together with a curated selection of products from global brands. Abbreviated from the Latin *Ab Uno Disce Omnes*, meaning *from one, learn all*, The Audo reflects MENU's founding philosophy of collaborative spirit. Redefining how we use design, space and, ultimately, how we connect to one another, this creative destination is a hub for powerful ideas, beautiful design and inspiration.

www.theaudo.com