

Frame Collection

by Harald Hermanrud

Product Description

An open shelving system in 4 different versions designed by Danish designer Harald Hermanrud. Frame will highlight instead of hiding away books, a stereo, flowers, and any kind of treasures. The light yet extremely stable construction is easily assembled with just a hex key. Move included shelves and boxes to reconfigure at will.

Highlight your latest acquisitions, your treasures. Expose your personality through your most beloved objects. Let vases with flowers, sculptures, even lamps shoot through the open construction. 'Architecture is changing with modern spaces where floor to ceiling glass walls and built-in closets requires open and transparent shelving systems that doesn't shade the daylight while also creating a platform for decoration,' says Harald Hermanrud, 'Frame will fit well against a wall, as a back to a sofa, as room dividers or as freestanding units.' Frame is the perfect furniture system to display rather than storage, and Harald Hermanrud sees his design as a comment on social media, the need to express one's personality in order to fit into a culture. A physical, long lasting and transformable platform for people to use in their homes. And with the user adding the final touch by distributing shelves and boxes through the easily reconfigured shelving system. The real world showing its strength instead of the virtual domain. 'I saw a need to put things on display, and I wanted to give people the opportunity to create the perfect scene for their most valued artworks, LP's, books, and plants all by themselves.' Frame manages this function in an extremely flexible manner where mathematical precision allows the grid-construction to carry shelves, trays and boxes that are easily moved around without any tools. Small objects can be framed and exposed, while larger objects can shoot out through the construction. Made of profiled sticks that are countersunk into each other, Frame manages to be light yet sturdy. And of course, truly Scandinavian all-in wood with attention on the joinery. There is of course a twist: the exposed solid brass rivet nuts capture the light and makes for a readable construction.

Designer

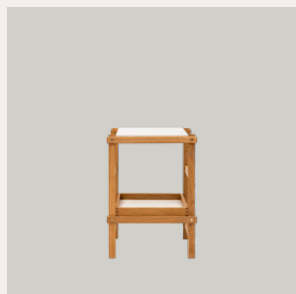
Harald Hermanrud received the Formland Design Award 2017 and Monocle Magazine's Best in Class 2019 after having premiered his shelving system in 2016. His light yet sturdy modular shelving system won its popularity as a furniture piece for modern living spaces that could be positioned as a backdrop as well as a centerpiece in itself. With a degree from the Royal Danish Academy of Fine Arts' Design School, Harald Hermanrud decided to add studies for cabinetmaker to his curriculum. While approaching design as a problem solver, he combines the principles embedded in Danish design tradition with his own senses for materiality and craftsmanship.

'Shelving systems are often difficult to change, Frame on the contrary is very easy to reconfigure: the design lets one move the shelves around on different levels without any tools. Do create your personal look: frame minor objects or let major ones shoot out through the construction, whatever you fancy.' After having managed production and orders all by himself, Frame now reaches a larger audience through Design House Stockholm. Although quite Danish and Scandinavian, since Frame is made all in wood with a focus on the joinery, there is also a twist 'By exposing the brass nuts you add a glossy shiny detail that show off the construction in order to see and understand how it is actually made and assembled. I think that honesty makes people relate to the design, something I think is very essential and characteristic in my design language. No unnecessary thing, just the works.'

Product Information

PRODUCT NAME Frame Shelving System	DESIGNER NAME Harald Hermanrud	YEAR OF RELEASE 2022	PRODUCT CATEGORY Scandinavian Room
COUNTRY OF ORIGIN Vietnam	ENVIRONMENT Indoor Use Only	MATERIAL Matte lacquered solid American Oak grade 1. Shelves in White lacquered MDF board.	CARE Wipe with damp cloth
DIMENSIONS (SMALL) Height – 58 cm (22,8") Width – 39 cm (15,4") Length – 42,2 cm (16,6")	DIMENSIONS (LOW) Height – 58 cm (22,8") Width – 39 cm (15,4") Length – 191,8 cm (75,5")	DIMENSIONS (MEDIUM) Height – 95,4 cm (37,6") Width – 39 cm (15,4") Length – 154 cm (60,6")	DIMENSIONS (LARGE) Height – 132,8 cm (52,3") Width – 39 cm (15,4") Length – 117 cm (46")
DIMENSIONS (SHELF) Height – 2 cm (0,8") Width – 34 cm (14,7") Length – 37,4 cm (13,4")	DIMENSIONS (TRAY) Height – 4,4 cm (1,7") Width – 34 cm (14,7") Length – 37,4 cm (13,4")		

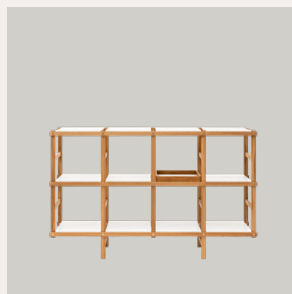
Product Information



FRAME SHELF SMALL
2737–8401



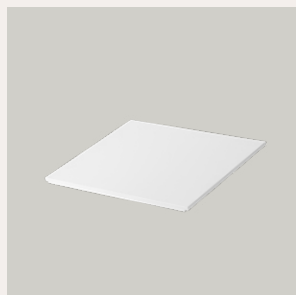
FRAME SHELF LOW
2738–8401



FRAME SHELF MEDIUM
2739–8401



FRAME SHELF LARGE
2740–8401



FRAME SHELF
2741–0100



FRAME TRAY
2742–8401