

LOOK & FEEL
EXPRESSION

NOR
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INTRODUCTION

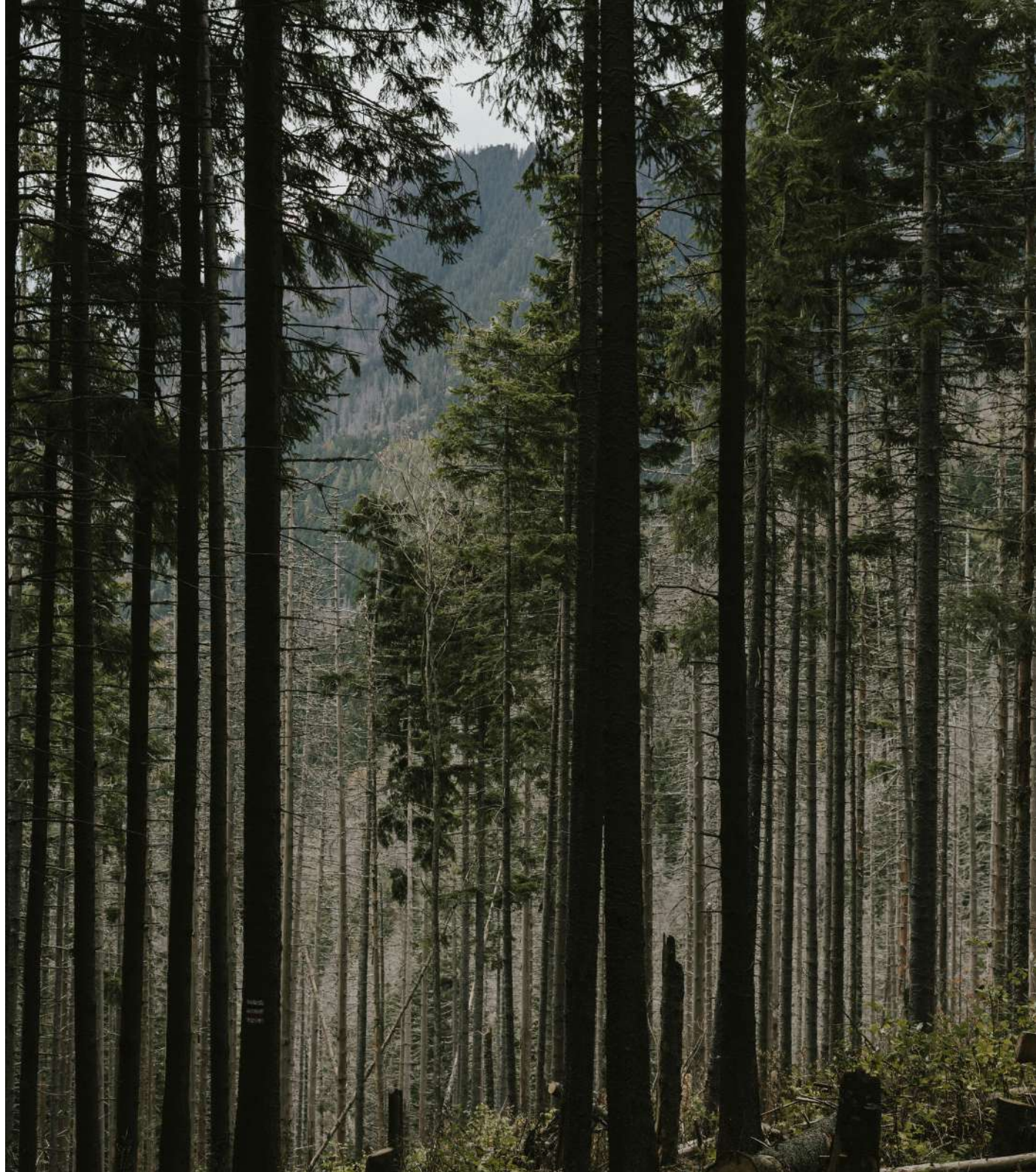
The diversity of nature and landscapes in the Nordic countries was the starting point for the design aesthetic at NORNORM, captured in 3 Nordic look & feel expressions.

Essential is the simple high-quality design and the relationship between the materials and the more subtle colours. While embracing influences from many places in the world, we wish to stay connected to our Nordic roots.

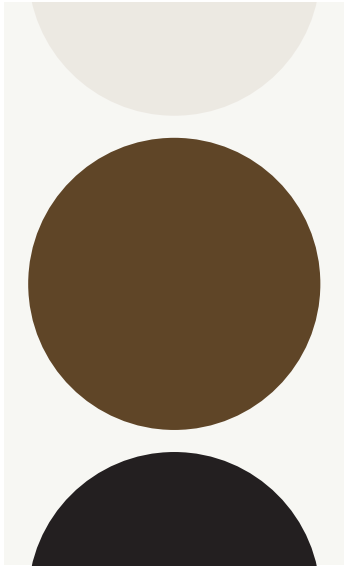
Colour is an important place to start when defining any design style, acting as a backdrop for the rest of the design, and helps to cohesively bring separate elements together.

Our colour palette relies heavily on neutrals; most notably whites, naturals and tans, with accents of black to create sharp contrasts. It isn't completely devoid of colour, but overall the spaces tend to be more monochromatic, with different hues coming into play as accents. The colour palette is inspired by nature, so colour choices are typically muted, from dirty pastels to dark warm autumn shades.

The interplay between quality of materials, simple shapes, clean lines and colours reflect who we are and the visual identity of NORNORM.



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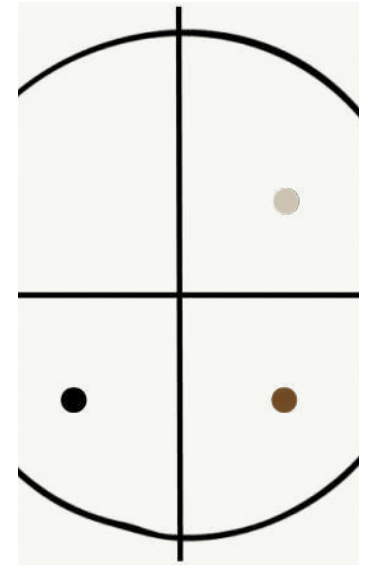
3.1 Moodboard - Look
3.2 Materials & Colours



4.0 NORDIC BLACK & WHITE

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4.1 Moodboard - Look
4.2 Materials & Colours



5.0 CLASSIFICATION

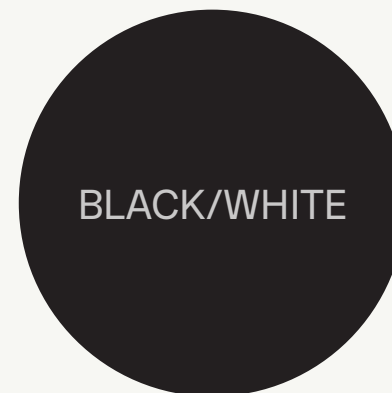
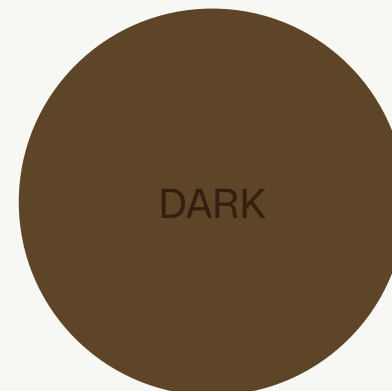
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1.0 THE 3 LOOKS

Nordic Light, Nordic Dark and Nordic Black and White, are the 3 look and feel expressions, forming the foundation for the Nordic look & feel expressions.

They incorporate classic elements of the Scandinavian style, use plenty of natural materials, emphasize clean lines, and have a neutral colour palette. They are neither too minimal nor too cluttered, but are rather an uncomplicated mix of elements, with a focus on functionality and simplicity.

Not only timeless, the 3 styles evoke a sense of calm and relaxation, stimulate creativity, well-being and cooperation, as well as spearheading the design aesthetic of the work-space solutions we are creating at NORNORM.



2.0
NORDIC LIGHT



NORDIC LIGHT LOOK

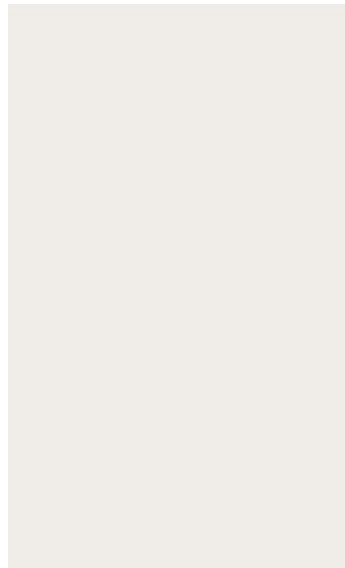


NORDIC LIGHT MATERIALS & COLOURS

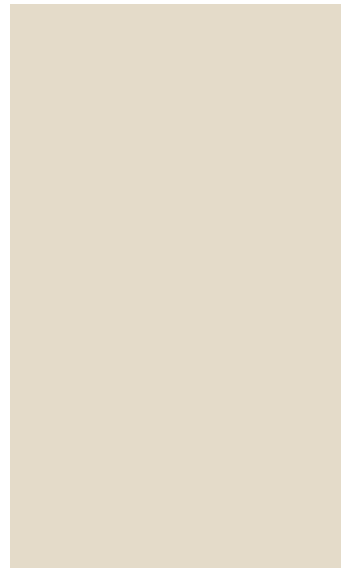
To ensure the best possible integration of our Nordic Light expression, we recommend the application of these colours and materials in the remaining interior to compliment your new circular office furniture.



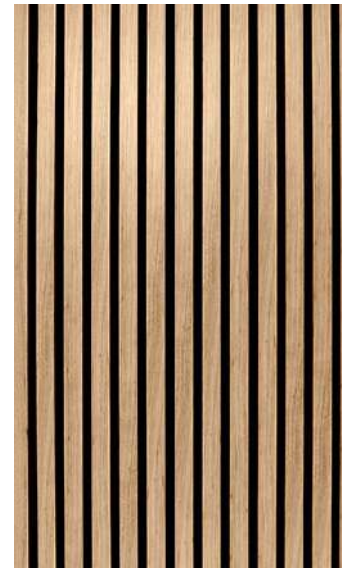
1.0 THE INSPIRATION



2.0 WALL COLOUR
NCS S 0500-N



2.2 WALL COLOUR
NCS S 1005-Y10R

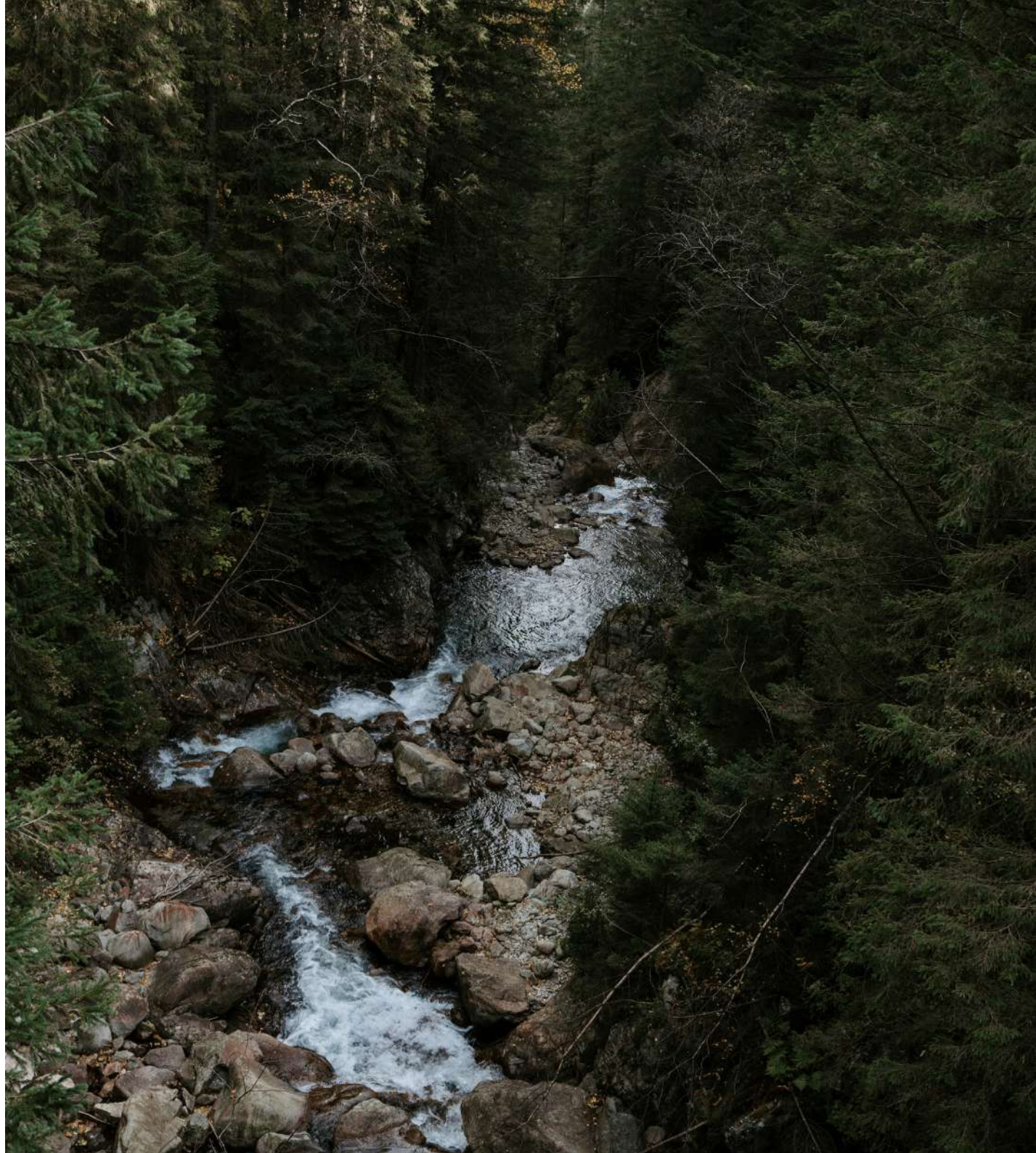


3.0 WOODEN WALL PANELS
Light oak



4.0 FLOORING
Light oak

3.0
NORDIC DARK



NORDIC DARK LOOK



NORDIC DARK MATERIALS & COLOURS

To ensure the best possible integration of our Nordic Dark expression, we recommend the application of these colours and materials in the remaining interior to compliment your new circular office furniture.

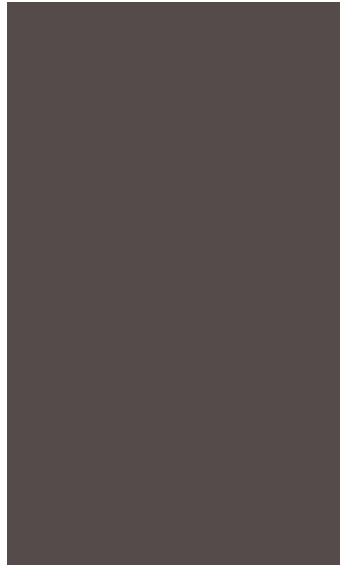


1.0 THE INSPIRATION



2.0 WALL COLOUR

NCS S 1505-Y30R



2.2 WALL COLOUR

NCS S 7502-R



3.0 WOODEN WALL PANELS

Dark oak



4.0 FLOORING

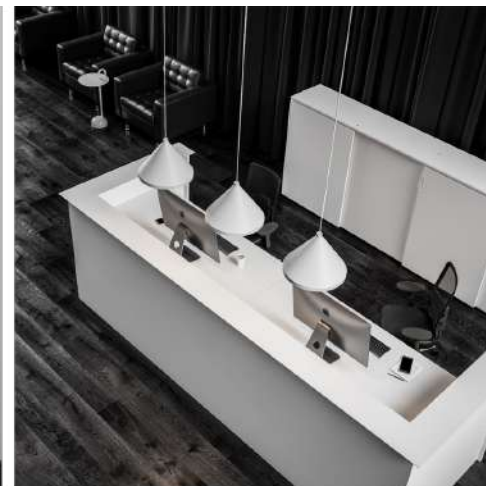
Dark oak

4.0

NORDIC BLACK / WHITE



NORDIC BLACK / WHITE LOOK

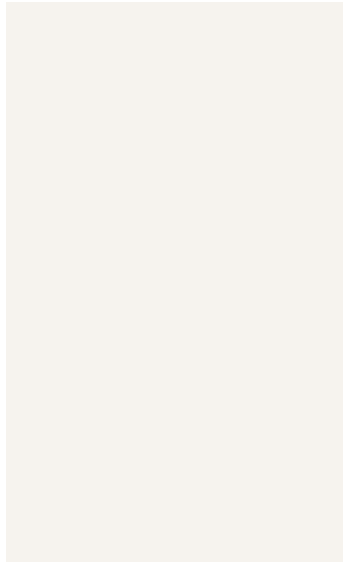


NORDIC BLACK / WHITE MATERIALS & COLOURS

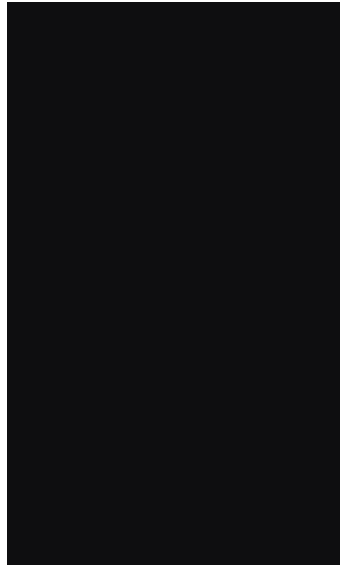
To ensure the best possible integration of our Nordic Black / White expression, we recommend the application of these colours and materials in the remaining interior to complement your new circular office furniture.



THE INSPIRATION



WALL COLOUR
NCS S 0300-N



WALL COLOUR
NCS S 9000-N



WOODEN WALL PANELS
Black oak

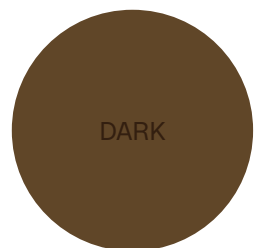


FLOORING
Black oak

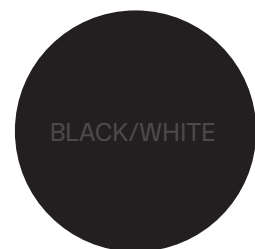
5.0 CLASSIFICATION



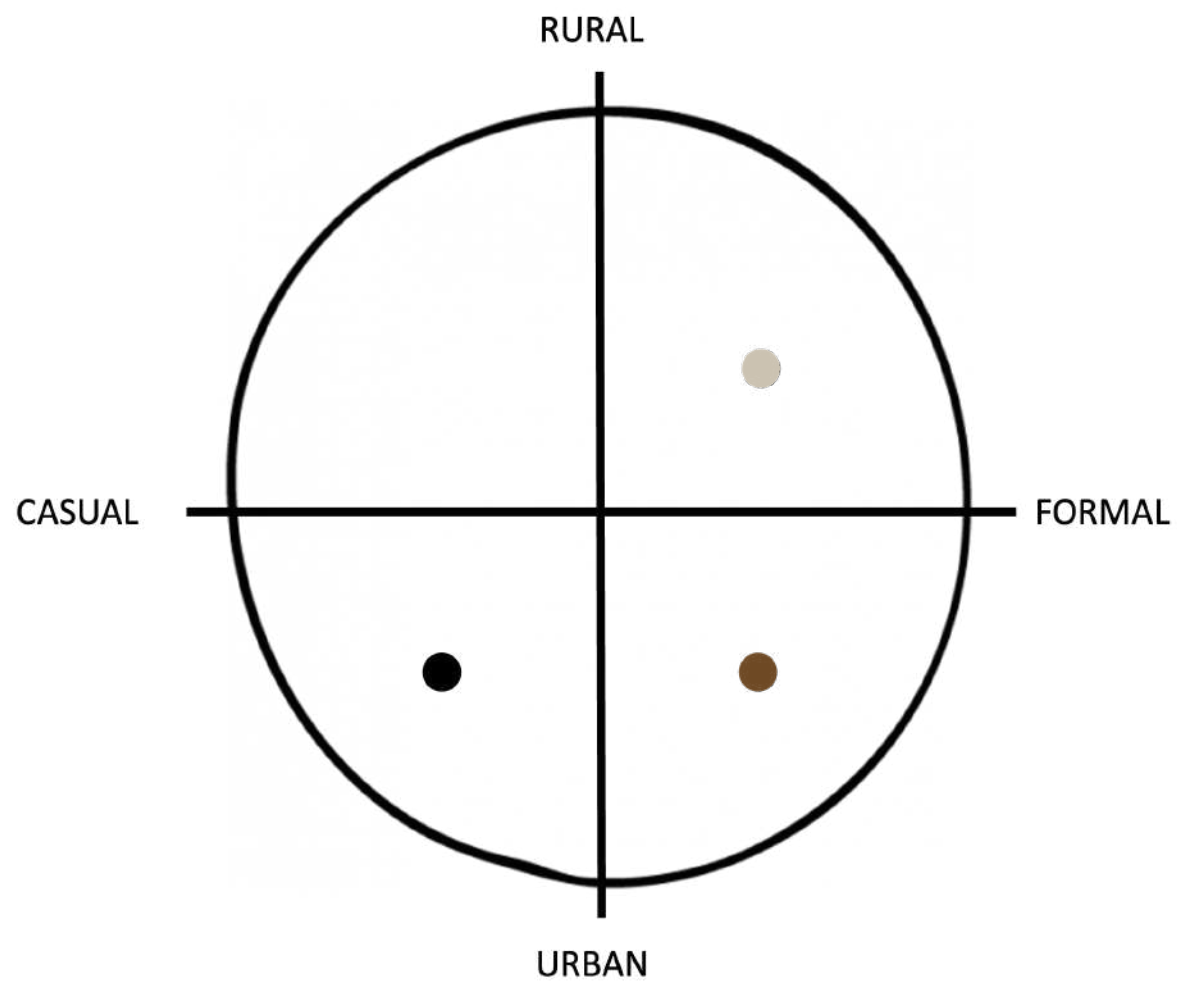
LIGHT



DARK



BLACK/WHITE



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