



# Curve

Curve Hook

**normann**  
C O P E N H A G E N

# Curve HOOK

Designed by Peter Johansen for Normann Copenhagen

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COLOURS: Ash, Black, White, Petroleum, Misty Green  
MATERIAL: Ash  
SIZE: H: 17,7 x L: 5,3 x D: 10 cm  
PRICE: EUR 22,- / GBP 19,- / USD 26,-

## Let Curve welcome your guests

The Danish designer Peter Johansen has designed a wooden hook in the shape of a J. The Curve Hook has the classic, uncomplicated, and intuitive shape of a hook. The faceted rounding breaks up the simple feel and gives an edge to the slightly oversized design. Curve is a hook in its most traditional and symbolic form. It can easily accommodate many kinds of items, such as clothes, bags and accessories.

Peter Johansen has created a hook in a contemporary design, with references to the classic Danish design of the '50s. Objects used for hanging things, such as the hook, have always fascinated him. He took the most basic shape as his starting point and subsequently adapted and refined its expression. The broadness of its shape and the defined structure of the wood add warmth, humor and personality to the design.

Peter Johansen says: "I've always liked hanging things up. I'm fascinated by the shape of hooks and intrigued by their function. More and more people are opting out of using the little loop for hanging up their coats. This requires a wider coat hook that is gentler on the clothing material. The Curve Hook is intended as a humorous item for the wall, where you can hang 1, 2, 3 or 10 for different purposes".

The Curve Hook is made of moulded wood and is available in a cool Scandinavian colour palette of ash, black, white, petroleum and misty green. All of the colours add a clean, Scandinavian feel and are an attractive way to decorate the often, white walls in the hallway. You can create a graphical design on your wall by mounting a single hook, several in a row or by placing them in a pattern. You can also make the kids happy with a Curve Hook in children's height.

### About Peter Johansen:

Peter Johansen graduated in furniture and spatial design at the Royal Danish Academy of Fine Arts in 2004. His work often involves modelling and 1:1 scaling. His work is inspired by everyday life and his immediate surroundings. Peter Johansen says himself that his projects are characterised by logic and often contain a flirtation with the trivial.