



ACE

Ace lounge collection

normann

C O P E N H A G E N

From suitcase to lounge chair in five minutes

- Normann Copenhagen presents Ace, designed by Hans Hornemann

Imagine a box with a handle that you simply grab and take home from the shop and within a few minutes transform into an exclusive lounge chair. The Ace lounge collection innovatively unifies luxurious upholstered furniture with functional flat-pack principles, in an expressive design inspired by an urban lifestyle.

Life in Copenhagen

The young design talent Hans Hornemann took inspiration for Ace from his own life in Copenhagen. Keeping in mind the young urban dwellers, who prioritise quality and aesthetics but also value flexibility and price, he designed a furniture collection where all parameters have been carefully thought through.

"I wanted to challenge the flat-pack concept and give it another meaning. I sought to create attractive, upholstered, high-quality furniture that took the best from the flat-pack principle. A reasonably priced piece of furniture, without several weeks' lead time, that you can fall in love with and bring home with you straight away," explains Hans Hornemann.

In the development of Ace, Hans Hornemann has worked intensively with all stages of the design process, from shaping and manufacturing, to logistics, storage and transport. Ace can be disassembled so that it doesn't take up much space and can be easily transported. A useful feature for metropolitan nomads and car-less city folk shopping for furniture.

Nonchalant elegance

Flat-packed upholstered lounge furniture sounds like a crazy idea. Hans Hornemann considered it a requirement that the function did not involve any compromise with the design. Ace is constructed from moulded plywood, covered with moulded foam for the highest possible comfort. The back is flexible, which gives it a springy feeling, ensuring great sitting comfort. In order to reach the goal of this ambitious project, Normann Copenhagen has specially developed production tools, brackets, screws, legs and fabrics.

Ace combines intelligent engineering with an elegant visual impression. The lounge chair is upholstered in the front, rear and underneath, with refined piping around the seat and back. The inviting volume of the upholstery is accentuated by the round and soft design. A high, backward sloping back and angled legs give the chair a nonchalant expression. In a delicate proportional balance between weight and lightness, Ace compellingly conquers a room with its relaxed, yet stylish, attitude.

Transforming textures

Ace is delivered in two attractive fabrics, a vibrant velour and a flecked wool textile, as well as soft, exclusive leather. The woollen textile, "Nist", has been developed in-house by Normann Copenhagen to complete the characteristic visual style. Nist is manufactured using an untraditional weaving technique and contains 52 percent linen, which produces an attractive natural flecking of the fabric. The velour brings Ace a seductive elegance, while Nist gives the chair a more stringent, masculine look.

Ace has legs in stained beech, in the same colour tones as the fabrics for a uniform expression. The stain allows the wood's natural flame patterns to shine through and adds a discrete play to the monochrome colour universe consisting of five inviting shades.

In addition to the Ace lounge chair, the Ace collection includes a sofa, a dining table chair and a footstool.

Colours: Textile: Beige, Grey, Dark Blue, Lake Blue, Dark Red. Leather: Black, Brandy

Materials: Shell: Plywood, PU foam, textile or leather: JAB - City Velvet, Normann Copenhagen – Nist or Sørensen Leather - Tango Leather. Legs: For textiles: Stained beech, for leather Black: Painted oak, for leather Brandy: Lacquered oak

Sizes & price:

Ace dining chair: H: 80 x L: 46 x D: 50 x SH: 47 cm, from EUR 470,- / GBP 349,90,- / USD 630,-

Ace lounge chair: H: 80 x L: 56 x D: 70 x SH: 41 cm, from EUR 537,- / GBP 399,90,- / USD 592,50,-

Ace footstool: H: 39 x L: 45 x D: 45 cm, from EUR 215,- / GBP 159,90,- / USD 280,-

Ace sofa: H: 81 x L: 145 x D: 75 x SH: 41 cm, from EUR 1075,- / GBP 799,90,- / USD 1185,-

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