

Press Release June 2023

Burra Collection



Designed by Simon Legald for Normann Copenhagen

normann
C O P E N H A G E N

A new chair collection that is a study in softness

Normann Copenhagen launches its newest addition to the dining and lounge chair collections. A visually characteristic design, the Burra collection demanded an equally characteristic name. Short for burrata, the round and famously soft Italian cheese, Burra invites you into its enveloping embrace with its exceptionally comfortable seat and pleasant aesthetic. As implied by its name, the design is a study in softness. Distinguished by its accentuated round seat and enveloping back and armrest, the plump design offers meticulous seating comfort while the charismatic appearance makes a compelling impact in any setting.



Alongside the burrata-inspired seat, one of the Burra collection's main character traits is the distinctive, curved backrest that naturally evolves into armrests. Every element of the design alludes to its softness. Both dining and lounge chair variants are clad in full upholstery, while the design idiom consists of rounded, organic lines that melt together. The result is two bold, sculptural designs with their own unique expression. With their unusually plump dimensions and charismatic silhouette, the Burra Chair and Burra Lounge Chair transcend traditional furniture, making them statement pieces that add both functionality and artistic flair to any interior.

Designed to provide unparalleled relaxation, both the dining and lounge variants are crafted using high-quality materials selected for their comfort and durability. To obtain the right amount of softness, both are meticulously formed with additional foam for increased comfort. The dining chair version features a slightly inclined backrest, providing the optimal shape to sit comfortably for hours on end. The Burra Lounge Chair variant is fitted with a swivel function with an optional return function, ensuring full freedom of movement and additional mobility.



Touching upon the subject of the design process of Burra, designer Simon Legald says “When designing any chair, it’s important to consider comfort and dimensions. I wanted to create a design that featured an interesting interplay between these two factors using simple, minimalistic lines. Another requirement was for the design to be a sculptural piece, allowing it to become the focal point in the interior. The result is a chair that expresses softness in every sense: its dimensions look almost inflated, and the full upholstery adds to the visual as well as the physical comfort.”

The Burra family brings a tactful combination of playfulness and elegance to any dining or lounge area, and will infuse the space with visual softness, elevating the aesthetic appeal of professional and residential settings alike.







Burra Lounge Chair Swivel
H: 72,5 x W: 95 x D: 79,5 x SH: 42,5 cm



Burra Lounge Chair Swivel W. Return
H: 72,5 x W: 95 x D: 79,5 x SH: 42,5 cm



Burra Chair
H: 77,5 x W: 69 x D: 61 x SH: 45 cm

Upholstery: All colors in Kvadrat Remix, Kvadrat Canvas, Kvadrat Steelcut Trio, Kvadrat Hallingdal, Kvadrat Divina, Kvadrat Divina MD, Kvadrat Divina Melange, Kvadrat Fiord, Kvadrat Vidar, Kvadrat Sacho Elle, Kvadrat Sacho Zero, Camira Oceanic, Camira Aquarius, Camira Main Line Flax, Camira Synergy, Camira Yoredale, JAB City Velvet and Sørensen Ultra Leather.

Materials: Burra Lounge Chair: Steel, hard molded foam, and soft molded foam, Burra Chair: Molded veneer and PU Foam

Dimensions: Burra Lounge Chair: H: 72,5 x W: 95 x D: 79,5 x SH: 42,5 cm, Burra Chair: H: 77,5 x W: 69 x D: 61 x SH: 45 cm

Price: Click [here](#) to see the pricelist in all currencies



Connecting People and Spaces

Since Normann Copenhagen's foundation in 1999, our ambition has been to challenge conventional thinking and make the ordinary extraordinary through great design. By combining the craftsmanship, functionality and endurance characterized by our Danish design heritage with modern silhouettes and durable materials, we aim to create original products in a contemporary design that withstand the test of time. We believe in uniting people and spaces across the world and improving the quality of people's lives through the power of great design. Our products combine functionality and design and accommodate the diversity of needs of modern life in residential and professional interiors alike.

Press Info

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