

Audo

COPENHAGEN



PLINTH COLECTION, CALACATTA VIOLA
Designed by *Norm Architects*

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A tribute to the beauty of marble, Audo's Plinth collection is extended with the addition of rose-coloured marble: Calacatta Viola is an off-white marble with striking purple veining. Equal parts beautiful and timeless, the marble plinth is a sculptural piece in its own right, as well as a sophisticated platform for whatever objects rest upon it. Designed by Norm Architects, Plinth comes in cubic, tall, and low versions.

The plinth has long been a much mused-over object. In collaboration with Audo, Norm Architects set out to rethink its uses and to reveal the natural beauty of marble. The result is a series of multifunctional podiums for the home, office or showroom. Handcrafted in Portugal, each piece of marble is carefully selected and shaped into three perfectly aligned forms: a low rectangular version ideal as a statement-making coffee table; a cube perfect as a bedside or side table; and a traditional plinth on which favourite objects can be displayed. The sharp, clean silhouette of each plinth stands in striking contrast to the unique veining of the natural, light-reflecting marble.

About The Designer

Founded in Copenhagen in 2008 by Jonas Bjerre-Poulsen and Kasper Rønn, Norm Architects specialises in residential architecture, commercial interiors, industrial design, photography and art direction. The company name highlights the importance of drawing inspiration from norms and traditions within architecture and design—in particular the Scandinavian design principles of timeless aesthetics and natural materials, and the Modernist values of restraint and refinement. Together with Audo, Norm Architects create design that unites great materials and craftsmanship, while embodying beauty, tradition and timeless simplicity.



PRODUCT TYPE
New marble for the Plinth Collection

ENVIRONMENT
Indoor

COLOUR
Calacatta Viola marble

MATERIALS
Calacatta Viola marble
PA glides and MDF

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ABOUT DESIGN HOLDING



Design Holding is a global leader in high-end design with a cultural heritage of European origin, characterised by multi-channel distribution and diversified product categories. Guided by the purpose '*We design for a beautiful life*', the Group designs for the planet, people, and culture. The Group includes Flos, B&B Italia, Louis Poulsen, Maxalto, Arclinea, Azucena, FENDI Casa, Menu, by Lassen and Lumens.

Design Holding's catalogue features iconic objects designed by world-famous designers such as Achille and Pier Giacomo Castiglioni, Tobia Scarpa, Luigi Caccia Dominioni, Poul Henningsen, Arne Jacobsen, Antonio Citterio, Gaetano Pesce, Philippe Starck, Piero Lissoni, Konstantin Grcic, Jasper Morrison, Patricia Urquiola, Michael Anastassiades and many others. Design Holding is jointly owned by the global investment firms Investindustrial and Carlyle.

ABOUT AUDO COPENHAGEN



Audo Copenhagen is a luxury source for high-end design furniture, lighting and accessories reflecting Danish heritage and a contemporary, global outlook.

The brand actively partners with leading architects and interior designers from around the world including Norm Architects, Colin King and Danielle Siggerud and stewards iconic designs including the timeless Kubus collection by architect Mogens Lassen, The Tired Man by Flemming Lassen and the Plinth Collection by Norm Architects.