

#### +Halle<sup>®</sup>

**2020 News** 

**Clarity of purpose** 

### **About + Halle**

+Halle represents a brave new generation of design brands. Attentive and human-centric, +Halle acts as a platform to analyse, encourage and engage. By monitoring and understanding new behaviours and the dynamic processes that shape our urban experience, +Halle believes furniture can be designed and built to impact performance and function, in order to improve our daily life. Collaborations with urban planners, sociologists, architects, psychologists, economists have enabled +Halle to explore ideas of purpose-led furniture. This has allowed the brand to write better briefs and create frameworks and working models by which the relationship between furniture and human behaviour can be better understood, honed and enhanced.





# Not just another furniture collection

In a world of crowded spaces and limited ability to focus we believe our most important job at +Halle is to develop clever interior solutions with room for people. Offices, airports, libraries and other public realms are rapidly changing and calling for thought-through solutions. Interior solutions that are not based on the latest trends, but built on transdisciplinary research and a thorough understanding of human behaviour in public spaces.

In our opinion, today's design and furniture industry is both unambitious and too object-driven. Constantly on a quest to ride the next mega wave with products that blindly follow the footsteps of others, furniture companies rarely discover real insights or initiate projects with a true sense of purpose.

At +Halle we are on a voyage to upend the process of conventional furniture design. Changing requirements call for new methods. Public spaces need interventions – places that respond to real needs, such as spaces to pause and spaces in which we can socialise. Our furniture has the power to motivate and elevate any public area. By encouraging some of this world's brightest minds to share, collaborate and constantly iterate their designs from early stage idea generation to production-ready prototypes, we have reimagined the entire design process itself. A process that has become the clearest indicator of who we are as a company. Our ambition is to push our brand and our industry to create pioneering concepts and ultimately furniture with a clarity of purpose.

We design and manufacture benches, chairs, sofas, stools and tables. But this is not just another collection of furniture. With an ambition to create meaningful products for public realms, our furniture should always enable positive change in the way we as humans work, behave and move.

We are proud to present the latest news from +Halle.

## Levels

For public spaces not originally built with much flexibility when it comes to dwelling, Form Us With Love has designed a purpose-led, overlapped solution. The Levels collection is a smart bench system, built for a break in the day, between meetings, for a quick lunch, or a short read. Those dwellers might sit in different directions, far apart, and at different eye, levels to create personal space or sit together in groups, either of which allows for an informal and generously sized dwelling foundation.

Design: Form Us With Love







### Proto

Proto is a series of curved, upholstered chairs, sofas, benches and stools, working as a dynamic dwelling, referencing huts more than rooms with four walls. The way +Halle and Ross developed the design of the upholstery together for the Proto collection contributed to a qualitative, tailored and comforting finish. As the intuition is to turn the seats, the collection proofs an interesting flexible landscape of open and closed encounters. The installation of Proto is not only fundamentally adaptable to its context but also flexible to any environment – a testament that the use of Proto is constantly evolving.

Design: Nick Ross













### Boulevard

Wander into MSDS' smart frame structure Boulevard and you will find yourself intuitively leaning, come to rest and dwell. You might take a perching posture, like a bird on a telephone wire, taking a minute to overlook the landscape. The Boulevard collection is purpose-built for an active space, in need for a pause. In the lounge, or breakout area, the importance of places for respite have increased, and Boulevard taps into that in the growing need for resting together, allowing for a quick break and a deep breath.

Design: MSDS Studio









### Nest

Nest boldly challenges the conventions of the traditional lounge area by introducing comfortable multilevel seating. A new and different typology that supports the increasing need of informal yet qualitative breakout zones. With the introduction of the Easy Nest and the low solid oak tables, the series now comprises an unenclosed but somewhat secluded seat and a warmer, more versatile table series.

Design: Form Us With Love











### Torno

The guiding theme for the Torno series is the mobility. Simple, effortless and without snobbery, the series offers aluminium chairs and tables that are easy to adjust to individual needs. With chairs designed in open configurations, the collection supports selfdetermined lives, giving the user a range of options for exploiting how they would like to sit – providing a good seating experience, in any airport, café, park or studio.

Design: Form Us With Love













Ø is a modular bench system intended to meet the need for easeof-use furniture, in the public realm. The series consists of; small, intuitive islands that function as individual modules as well as interlocking with a back to create larger formations. The different organic shapes and sizes provide a myriad of options for dynamic, and informal spaces, accommodating a social and productive fabric.

Design: KILO















Appendix

Product overview and measurements



#### Levels









Nest Sofa Wood W:135 D:60 H:76 Seating height: 48





Nest Table Wood L: 160 D: 75 H: 70



Nest Table Wood Ø:65 H:51



Nest Table Wood Ø:65 H:61



Nest Table Wood Ø:75 H:51



Nest Table Wood Ø:75 H:70

#### Nest





Nest Table System A D: 140 L: 105

Nest Table System B D: 140 L: 90



Nest Table System C D: 140 A: 45°

#### Nest



L: 162 D: 74 H: 45

Torno Chair

Torno Chair W: 50 D: 50 H: 73 Seating height: 45



Torno Chair Upholstery W: 55 D: 50 H: 75 Seating height: 47



W: 127 D: 56 (max) H: 34



Torno Table Round Ø: 75 H: 73



Torno Stool W: 50 D: 50 H: 43 Seating height: 43







W:105 D:90 H:42

W:85 D:66,5 (max) H:42

W:55 D:49 H:42





W: 163 D: 135 H: 42

W: 140 D: 106 H: 42





#### Made in Denmark

Our furniture is exclusively crafted in Denmark. Each piece of +Halle furniture is assembled, upholstered and quality checked by a local Danish manufacturer with more than 40 years of experience in the business guaranteeing an unparalleled level of quality.