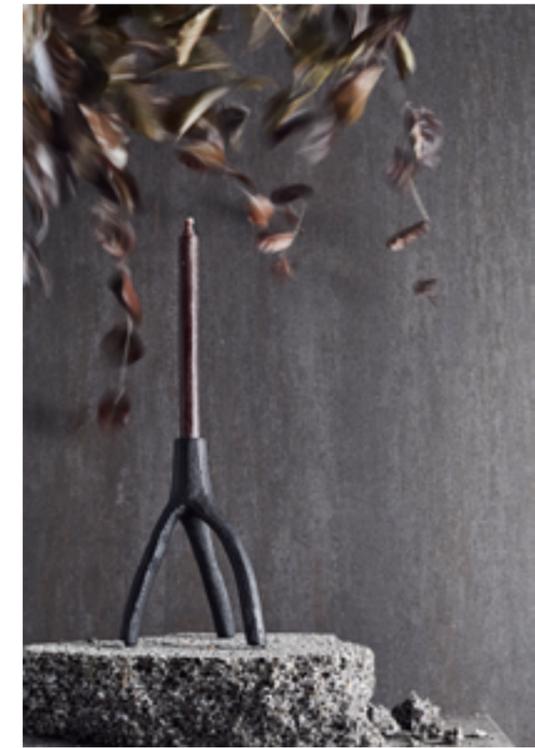




AW  
20

## NORDIC RAW



**Raw material**  
**Rough surfaces**  
**Modest aesthetic**

Rough materials and raw surfaces are a part of the Scandinavian design aesthetic, which we find ever-present and utterly important in our approach to interior and furniture design.

Unity and strong collaboration have never been more important. While our world in some ways seem immense, in other ways we have never been closer. In times of worry and when faced with unaccustomed circumstances, that challenge our lives and the way we think, we reflect on our beliefs and rediscover our deepest values which in new ways become significant.

Our core has always been rooted in quality materials and solid craftsmanship, and combining these with the Nordic, raw design aesthetic. In this collection we focus on creating design based on the rough Nordic expression.

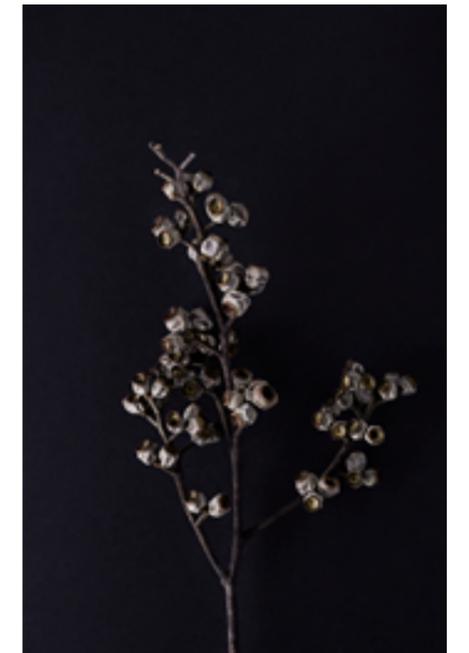
Just as all our lives are shaped by the experiences we are given, so are our products layered with the life which nature has given them. We create unique designs entrenched in Danish design history, finding the beauty that lies beyond mere functionality and expression, and valuing the necessity of imperfection.



NEWS &  
INSPIRATION



Space - Dining table Black  
Angle - Stool Nature & Black  
Boston - High board  
Soil - Vase Vanilla  
Moment - Candleholder M & L  
Valley - Tray Ø30



T: Earth - Grey Rug  
Chamfer - Lounge Chair Anthracit  
Aion - Candleholder XL

B: Angle - Stool black



Sway - Coffee table  
Sway - Side table



Sway - Coffee table  
Sway - Side table  
Aion - Candelholder XL  
Moment - Vase L

## BIRGITTE RØMER

By the big glass windows in her creative work studio and office, Head of design at Muubs, Birgitte Rømer, passionately puts her heart and soul into creating design items, which have the ability to bring authenticity and beauty into our homes. She is deeply involved in the creation of new designs; shaping objects by hand and moulding the materials with her fingers.

Especially the Aion candleholder, a raw and sculptural item in casted iron, is one of the accessories, Birgitte Rømer is very fond of. She eagerly tells about the creation of the Aion candleholder:

*"Aion is inspired by nature and the branches of trees. Nature has always been my biggest inspiration and a true source of genuine value and beauty. I moulded the Aion form in clay at my studio and then it kind of took a life on its own, becoming not just a unique design item but also an object which characterize the DNA and identity of Muubs in such a profound way."*

Her deep passion for quality materials and the raw Scandinavian design aesthetic shines through in the way she carefully selects collaborators

and creates design items; choosing simplicity and meeting real needs of people, both in terms of functional design but also with an aesthetical mindset. When asked what the vision behind every designed product is, Birgitte Rømer answers with conviction in her voice: *"Creating products that are made to move, touch and inspire, and celebrating the beauty of imperfection in modern living is what drives us at Muubs every single day. I believe that being surrounded by natural, changing, unique objects help us connect with our world."*

To Birgitte Rømer it is important to set the mind free and let her intuition and body lead the way: *"I've always strived to let my hands lead the creative process and go wherever this may take me. To create great items, you need to forget about all the restriction, just for a second, and trust the creative process."* She firmly states and continues: *"Of course there is a lot of steps in the making of a design and for the most part they are limiting. But when you start with a clear mind and freedom in your approach to the process, I believe you get the best starting point. And I think the Aion candleholder is a great example of that."*





Chamfer - Dining chair Anthracit  
Space - Dining table Black Ø150  
Soil - Vase Chocolate

Guided and driven by an instinctive love of the beauty and power of our roots, ancestors and Nordic nature, we firmly believe in preserving originality and creating timeless interior design objects with great functionality. Products that create contrasts, play with our imagination, age gracefully and add the missing piece of soul and roughness to our homes. We call it 'perfect imperfection'.

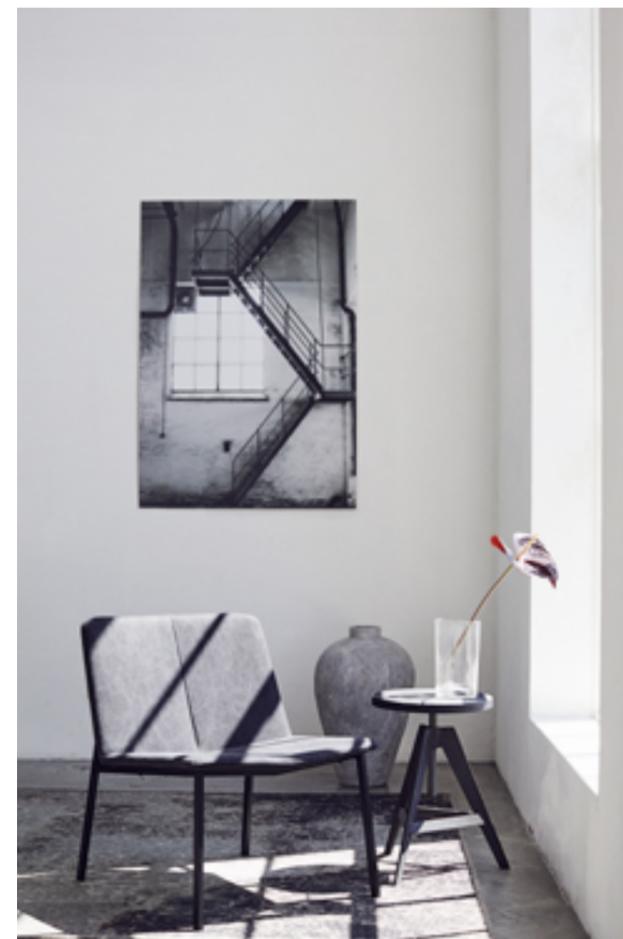


Soil - Vase Chocolate  
Soil - Jar Vanilla  
Valley - Tray Ø30





Our mission is to make objects for the home celebrating the individuality of people living in it and to make unexpected, innovative and enduring designs, which age gracefully.



T: Chamfer - Dining chair Anthracit  
Space - Dining table Black Round  
150

L: Chamfer - Dining chair Anthracit  
R: Chamfer - Lounge chair Anhracit  
Earth - Grey Rug  
Quill - Stool



Mame - Jug S & M Oyster

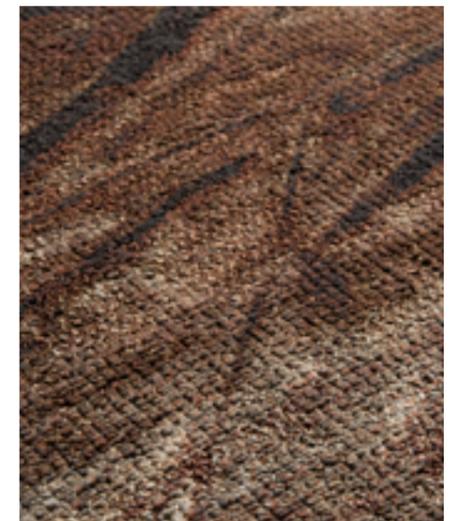
### SHARE YOUR MOMENTS

Being an inspiration to each other and sharing how we see the world around us is an integral part of modern life in 2020. We share who we are and how we live with the people around us, telling a story of life lived. We encourage you to share your Muubs design with us and everybody else, who love authentic, raw, and soulful interior. Share your Muubs stories with us by using the #muubs.



Space - Dining table Black L220  
Angle - Stool Oiled & Black  
Mame - Bowl XL, Creamer S & Jug M Oyster

Boston - High Board  
Moment - Candleholder M & L  
Surface - Rug  
Aion - Candle ball  
Mame - Jug S & M Oyster



L: Soil - Vase Vanilla & Chocolate  
Soil - Jar Rust  
R: Surface - Rug  
B: Soil - Jar Vanilla



## COLLABORATIONS

# SAYS WHO

Fundamentally grounded in the Scandinavian design aesthetic, the Danish design studio Says Who creates furniture with a meticulous devotion to detail and refinement. Outlooking the shining water of the Bay of Aarhus, the two founders Nikolaj Duve and Kasper Meldgaard sketch and shape design with stylish simplicity and functionality as core qualities.

Collaborating with Muubs has given Says Who an opportunity to combine their Scandinavian minimalistic design with a raw and more industrial look, a challenge they found inspiring, and as it turned out also an ideal match: "Making this fusion between us and Muubs was incredible. We shared and believed in a vision of bringing this kind of design to the customers, and we succeeded!" Says Who took on the task of working on a chair, which could be used both in the living room and the kitchen: "We challenged ourselves with the goal of creating a chair for Muubs that would represent the brand, their material palette and their love for crafted objects. And much like Muubs, we wanted to create something that was authentic and soulful. A design that had an amazing story and a recognizable plot and ultimately a chair full of originality and timeless character."

Almost every designer considers the chair as the most iconic and difficult design to make, and this is also the case for Says Who: "The chair is always a great challenge. It is a complex item to work with because it has to look great from every angle and the comfort and proportions have to be just right. In many ways, the chair is an icon to pursue and kind of unattainable - and that makes it fun. So, it is especially gratifying to complete the Chamfer chairs in such a successful way."

The Chamfer chairs are a result of an exploration of materials, angles and lines: "The idea was that we didn't have to bend anything, just angle the lines. The design gave rise to the dynamic character of the chair. The angled seat and back achieves a great comfort through a simple angled cut in the centre. It gives the chair a distinct look as well. The light steel frame enhances the industrial raw feel of the chair and sets it apart in any interior. The Chamfer chairs offer a highly recognizable silhouette and a unique expression where details and overall proportions go hand in hand."

We find and celebrate the beauty that lies in imperfection and proudly present elegant, durable, unique and raw interior for your home.



T: Moment - Vase  
B: Mame - Bowl XL Oyster



Noir - Bar stool Dark stained & Natural  
Soil - Vase Rust



Yami - Buttering board, bread board & tapas board  
Mame - Jug S & M Oyster  
Atlanta - Rack



T: Space - Dining table Black  
Round 150  
B: Noir - Bar stool dark  
stained & natural





L: Valley - Tray Ø30  
R: Chamfer - Bar stool 75 Anthracit  
B: Aion - Candle Ball





NEWS  
INDEX



9450000100  
**NEW // DINING CHAIR CHAMFER ANTHRACIT**  
—  
Colli: 2  
Anthracit, Canvas/powder coated metal  
W: 53 H: 82 D: 46 cm  
DKK 1.899,- | € 256,-



9450000101  
**NEW // DINING CHAIR CHAMFER DESSERT**  
—  
Colli: 2  
Dessert, Canvas/powder coated metal  
W: 53 H: 82 D: 46 cm  
DKK 1.899,- | € 256,-



9450000102  
**NEW // LOUNGE CHAIR CHAMFER ANTHRACIT**  
—  
Colli: 1  
Anthracit, Canvas/powder coated metal  
W: 70 H: 73 D: 60,5 cm  
DKK 2.499,- | € 336,-



9450000103  
**NEW // LOUNGE CHAIR CHAMFER DESSERT**  
—  
Colli: 1  
Dessert, Canvas/powder coated metal  
W: 70 H: 73 D: 60,5 cm  
DKK 2.499,- | € 336,-



9230000156  
**NEW // COFFEE TABLE SPACE NATURAL 90**  
—  
Colli: 1  
Natural, Oak/Iron  
H: 38,8 Ø: 90 cm  
DKK 4.999,- | € 673,-



9230000155  
**NEW // COFFEE TABLE SPACE SMOKED 90**  
—  
Colli: 1  
Smoked, Oak/Iron  
H: 38,8 Ø: 90 cm  
DKK 4.999,- | € 673,-



8270000121  
**NEW // COFFEE TABLE SWAY**  
—  
Colli: 1  
Blue marine stone nature, Iron  
H: 45 Ø: 90 cm  
DKK 4.999,- | € 675,-



8270000125  
**NEW // SIDE TABLE SWAY**  
—  
Colli: 1  
Black, Iron/Stone  
H: 50 Ø: 45 cm  
DKK 2.499,- | € 336,-



9450000104  
**NEW // BAR STOOL 65 CHAMFER ANTHRACIT**  
—  
Colli: 1  
Anthracit, Canvas/powder coated metal  
W: 49 H: 84 D: 41 cm  
DKK 1.799,- | € 242,-



9450000105  
**NEW // BAR STOOL 75 CHAMFER ANTHRACIT**  
—  
Colli: 1  
Anthracit, Canvas/powder coated metal  
W: 50 H: 94 D: 43 cm  
DKK 1.899,- | € 256,-



9340000114  
**NEW // BAR STOOL NOIR DARK STAINED**  
—  
Colli: 1  
Smoked, Oak  
H: 65 cm  
DKK 1.199,- | € 161,-



9340000116  
**NEW // BAR STOOL NOIR NATURAL**  
—  
Colli: 1  
Natural, Oak  
H: 65 cm  
DKK 1.199,- | € 161,-



8270000124  
**NEW // HIGH BOARD BOSTON**  
—  
Colli: 1  
Black, Iron  
W: 110 H: 130 D: 40 cm  
DKK 10.999,- | € 1.480,-



9010000051  
**NEW // MULTI SHELF CHELSEA S**  
—  
Colli: 2  
Dark stained, Oak  
H: 15 L: 45 cm  
DKK 799,- | € 108,-



9010000052  
**NEW // MULTI SHELF CHELSEA L**  
—  
Colli: 2  
Dark stained, Oak  
H: 15 L: 110 cm  
DKK 1.299,- | € 175,-



8280000124  
**NEW // CABINET ATLANTA S**  
—  
Colli: 1  
Black, Iron/Smoked glass  
W: 30 H: 70 D: 20 cm  
DKK 1.999,- | € 269,-



8270000134  
**NEW // STOOL QUILL**  
—  
Colli: 1  
Black, Mango/Metal  
W: 40 H: 45 cm  
DKK 1.299,- | € 175,-



8910000108  
**NEW // STOOL ANGLE NATURE OAK**  
—  
Colli: 1  
Nature, Oak  
W: 45 H: 45 D: 29 cm  
DKK 1.749,- | € 235,-



8910000104  
**NEW // STOOL ANGLE OILED OAK**  
—  
Colli: 1  
Nature/oil, Oak  
W: 45 H: 45 D: 29 cm  
DKK 1.799,- | € 242,-



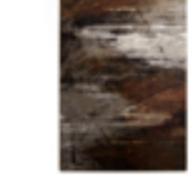
8910000105  
**NEW // STOOL ANGLE BLACK OAK**  
—  
Colli: 1  
Black stained, Oak  
W: 45 H: 45 D: 29 cm  
DKK 1.799,- | € 242,-



8280000123  
**NEW // RACK ATLANTA**  
—  
Colli: 4  
Black powder coating, Iron  
W: 5 L: 70 cm  
DKK 299,- | € 40,-



9070000021  
**NEW // RUG EARTH GREY**  
—  
Colli: 1  
Green/grey/pattern, Polyamide  
W: 200 L: 300 cm  
DKK 6.949,- | € 935,-



9070000022  
**NEW // RUG SURFACE**  
—  
Colli: 1  
Black/Brown/burned pattern  
W: 200 L: 300 cm  
DKK 6.649,- | € 895,-



9280000103  
**NEW // CANDELHOLDER AION XL**  
—  
Colli: 4  
Black, Cast iron  
W: 16 H: 22 D: 15,4 cm  
DKK 299,- | € 40,-



9230000152  
**NEW // DINING TABLE SPACE BLACK**  
—  
Colli: 1  
Black stain/black iron, Ash  
W: 100 H: 75 L: 220 cm  
DKK 9.999,- | € 1.346,-



9230000154  
**NEW // DINING TABLE SPACE ROUND BLACK 150**  
—  
Colli: 1  
Black stain/black iron, Ash  
H: 75 Ø: 150 cm  
DKK 10.999,- | € 1.480,-



9230000147  
**NEW // EXTENSION LEAF SPACE BLACK**  
—  
Colli: 1  
Black stain, Ash  
W: 100 H: 2,5 L: 50 cm  
DKK 1.999,- | € 269,-



9230000148  
**NEW // EXTENSION LEAF SPACE BLACK**  
—  
Colli: 1  
Black stain, Ash  
W: 150 H: 2,5 L: 50 cm  
DKK 1.699,- | € 229,-



9280000105  
**NEW // CANDEL BALL AION**  
—  
Colli: 6  
Antique Brass, Iron  
H: 8,5 Ø: 9 cm  
DKK 299,- | € 40,-



9460000100  
**NEW // CANDLE HOLDER MOMENT M**  
—  
Colli: 8  
Rough washed grey, Alu  
W: 8 H: 30 L: 8 cm  
DKK 199,- | € 27,-



9460000110  
**NEW // CANDLE HOLDER MOMENT L**  
—  
Colli: 8  
Rough washed grey, Alu  
W: 8 H: 40 L: 8 cm  
DKK 249,- | € 34,-



9460000120  
**NEW // TEALIGHT HOLDER MOMENT**  
—  
Colli: 12  
Rough washed grey, Alu  
H: 6,5 Ø: 7,5 cm  
DKK 199,- | € 27,-

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NEWS



9460000130  
**NEW // VASE MOMENT L**  
—  
Colli: 2  
Rough washed grey, Alu  
H: 32 Ø: 20 cm  
DKK 549,- | € 74,-



9440000103  
**NEW // TAPAS SET 3-PCS. YAMI**  
—  
Colli: 6  
Brown, Ash carbonized w/bee wax oil  
cm  
DKK 159,- | € 21,-



9440000100  
**NEW // BUTTERING BOARD YAMI**  
—  
Colli: 4  
Brown, Ash carbonized w/bee wax oil  
W: 14 H: 1,5 L: 26,5 cm  
DKK 199,- | € 27,-



9440000101  
**NEW // BREAD BOARD YAMI**  
—  
Colli: 4  
Brown, Ash carbonized w/bee wax oil  
W: 22 H: 1,8 L: 44 cm  
DKK 499,- | € 67,-



9440000102  
**NEW // TAPAS BOARD YAMI**  
—  
Colli: 4  
Brown, Ash carbonized w/bee wax oil  
W: 15 H: 1,8 L: 49 cm  
DKK 399,- | € 54,-



9210000112  
**NEW // TRAY VALLEY Ø30**  
—  
Colli: 4  
Nature, Riverstone  
H: 4 Ø: 30 cm  
DKK 299,- | € 40,-



9160000142  
**NEW // BOWL MAME XL**  
—  
Colli: 4  
Oyster, Ceramic  
H: 7,5 Ø: 32 cm  
DKK 479,- | € 64,-



9160000143  
**NEW // JUG MAME S**  
—  
Colli: 6  
Oyster, Ceramic  
H: 16 Ø: 7,5 cm  
DKK 249,- | € 34,-



9160000144  
**NEW // JUG MAME M**  
—  
Colli: 6  
Oyster, Ceramic  
H: 22 Ø: 10 cm  
DKK 349,- | € 47,-



9490000101  
**NEW // VASE SOIL**  
—  
Colli: 6  
Vanilla, Stoneware  
H: 21,5 Ø: 18 cm  
DKK 299,- | € 40,-



9490000104  
**NEW // JAR SOIL**  
—  
Colli: 6  
Vanilla, Stoneware  
H: 11,5 Ø: 18 cm  
DKK 199,- | € 27,-



9490000102  
**NEW // VASE SOIL**  
—  
Colli: 6  
Rust, Stoneware  
H: 21,5 Ø: 18 cm  
DKK 299,- | € 40,-



9490000105  
**NEW // JAR SOIL**  
—  
Colli: 6  
Rust, Stoneware  
H: 11,5 Ø: 18 cm  
DKK 199,- | € 27,-



9490000103  
**NEW // VASE SOIL**  
—  
Colli: 6  
Chocolate, Stoneware  
H: 21,5 Ø: 18 cm  
DKK 299,- | € 40,-

# SEE OUR ENTIRE COLLECTION IN THE AW20 CATALOGUE

Chamfer - Barstool 65 & 75 Anthracit  
Chamfer - Lounge Chair Anthracit & Dessert  
Chamfer - Dining Chair Anthracit & Dessert



## / MUUBS

Muubs is an innovative furniture and interior design brand, which specialises in designing and producing products with raw and natural materials. We focus on solid craftsmanship and take pride in our attention to detail and durable design. We offer a large selection of furniture and accessories that adds personality and edginess through our unique focus and DNA.

We take pride in bringing authenticity, soul and roughness to your home and everyday life. Our collection is designed in Denmark and celebrates the rougher philosophy of the Scandinavian design aesthetic.



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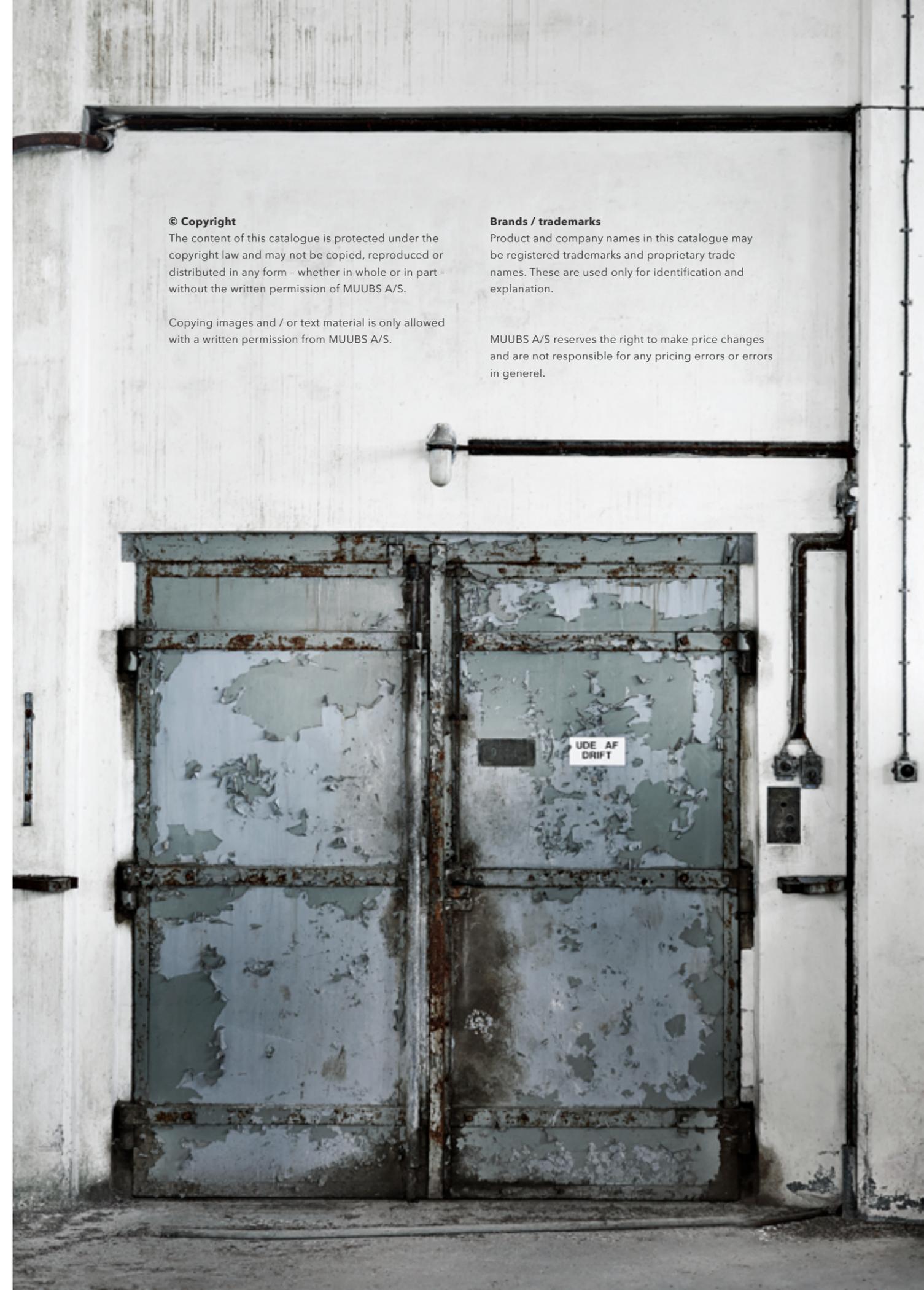
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