

Frame Collection — News 2022

Frame Collection



by Harald Hermanrud

Frame Collection



Frame Collection *by* Harald Hermanrud

Highlight your latest acquisitions, your treasures. Expose your personality through your most beloved objects. Let vases with flowers, sculptures, even lamps shoot through the open construction. 'Architecture is changing with modern spaces where floor to ceiling glass walls and built-in closets requires open and transparent shelving systems that doesn't shade the daylight while also creating a platform for decoration,' says Harald Hermanrud, 'Frame will fit well against a wall, as a back to a sofa, as room dividers or as freestanding units.'



The smart and carefully crafted joinery on Frame makes it both easy to assemble as well as to customize your look. The shelves and tray can be moved simply by lifting them and placing them in a new section.



Frame Collection

Frame is the perfect furniture system to display rather than storage, and Harald Hermanrud see his design as a comment on social media, the need to express one's personality in order to fit into a culture. A physical, long lasting and transformable platform for people to use in their homes. And with the user adding the final touch by distributing shelves and boxes through the easily reconfigured shelving system. The real world showing its strength instead of the virtual domain. 'I saw a need to put things on display, and I wanted to give people the opportunity to create the perfect scene for their most valued artworks, LP's, books, and plants all by themselves.' Frame manages this function in an extremely flexible manner where mathematical precision allows the grid-construction to carry shelves, trays and boxes that are easily moved around without any tools. Small objects can be framed and exposed, while larger objects can shoot out through the construction. Made of profiled sticks that are countersunk into each other, Frame manages to be light yet sturdy. And of course, truly Scandinavian all-in wood with attention on the joinery. There is of course a twist: the exposed solid brass rivet nuts capture the light and makes for a readable construction.





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— Harald Hermanrud (*designer*).



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Frame is the perfect furniture system to display rather than storage.

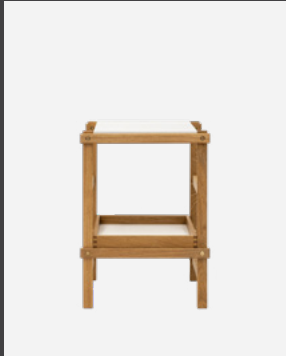




Harald Hermanrud

Harald Hermanrud received the Formland Design Award 2017 and Monocle Magazine's Best in Class 2019 after having premiered his shelving system in 2016. His light yet sturdy modular shelving system won its popularity as a furniture piece for modern living spaces that could be positioned as a backdrop as well as a centerpiece in itself. With a degree from the Royal Danish Academy of Fine Arts' Design School, Harald Hermanrud decided to add studies for cabinetmaker to his curriculum. While approaching design as a problem solver, he combines the principles embedded in Danish design tradition with his own senses for materiality and craftsmanship. 'Shelving systems are often difficult to change, Frame on the contrary is very easy to reconfigure: the design lets one move the shelves around on different levels without any tools. Do create your personal look: frame minor objects or let major ones shoot out through the construction, whatever you fancy.' After having managed production and orders all by himself, Frame now reaches a larger audience through Design House Stockholm. Although quite Danish and Scandinavian, since Frame is made all in wood with a focus on the joinery, there is also a twist 'By exposing the brass nuts you add a glossy shiny detail that show off the construction in order to see and understand how it is actually made and assembled. I think that honesty make people relate to the design, something I think is very essential and characteristic in my design language. No unnecessary thing, just the works.'

Product Information



Frame Shelf Small

Article No.:
2737—8401

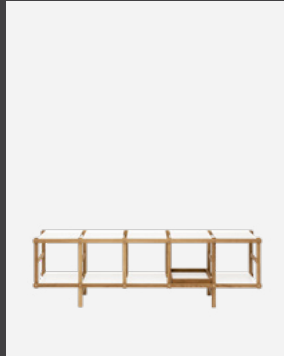
Dimensions & Weight:
Width — 42,2 cm (16.6")
Depth — 39 cm (15.4")
Height — 58 cm (22.8")
Net Weight — 4.9 kg (10.8 lbs)

Package Dimensions & Weight:
Width — 62.5 cm (24.6")
Depth — 42 cm (16.5")
Height — 14.5 cm (5.7")
Gross Weight — 6.3 kg (13.9 lbs)

Material:
Matte lacquered solid
American Oak grade 1.
Shelves in White
lacquered MDF board.

Care:
Wipe with damp cloth.

Country of Origin:
Vietnam



Frame Shelf Low

Article No.:
2738—8401

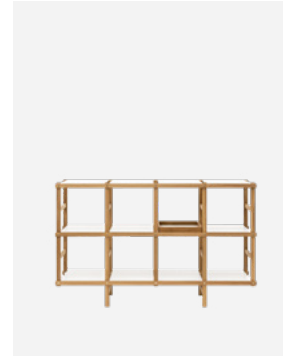
Dimensions & Weight:
Width — 191,8 cm (75.5")
Depth — 39 cm (15.4")
Height — 58 cm (22.8")
Net Weight — 18.1 kg (40 lbs)

Package Dimensions & Weight:
Width — 196.5 cm (77.4")
Depth — 42.5 cm (16.7")
Height — 13.5 cm (6.7")
Gross Weight — 22.4 kg (49.5 lbs)

Material:
Matte lacquered solid
American Oak grade 1.
Shelves in White
lacquered MDF board.

Care:
Wipe with damp cloth.

Country of Origin:
Vietnam



Frame Shelf Medium

Article No.:
2739—8401

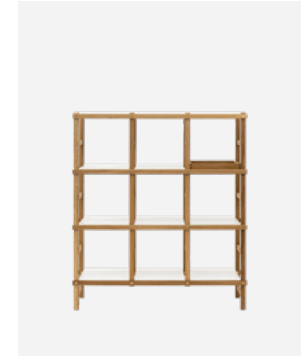
Dimensions & Weight:
Width — 154 cm (60.6")
Depth — 39 cm (15.4")
Height — 95,4 cm (37.6")
Net Weight — 24.2 kg (53 lbs)

Package Dimensions & Weight:
Width — 178 cm (70")
Depth — 44 cm (17.3")
Height — 17 cm (6.7")
Gross Weight — 28.3 kg (62.5 lbs)

Material:
Matte lacquered solid
American Oak grade 1.
Shelves in White
lacquered MDF board.

Care:
Wipe with damp cloth.

Country of Origin:
Vietnam



Frame Shelf Large

Article No.:
2740—8401

Dimensions & Weight:
Width — 117 cm (46")
Depth — 39 cm (15.4")
Height — 132,8 cm (52.3")
Net Weight — 22.7 kg (50 lbs)

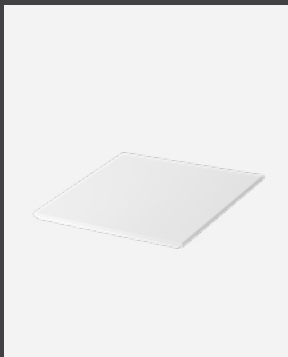
Package Dimensions & Weight:
Width — 137.5 cm (54")
Depth — 42 cm (16.5")
Height — 23 cm (9")
Gross Weight — 26.7 kg (59 lbs)

Material:
Matte lacquered solid
American Oak grade 1.
Shelves in White
lacquered MDF board.

Care:
Wipe with damp cloth.

Country of Origin:
Vietnam

Product Information (Spare Parts)



Frame Shelf

Article No.:
2741-0100

Dimensions & Weight:
Length – 37,4 cm (14.7")
Width – 34 cm (13.4")
Thickness – 1.2 cm (0.5")
Net Weight – 1.2 kg (2.6 lbs)

Package Dimensions & Weight:
Width – 37.4 cm (14.7")
Depth – 37,4 cm (13.4")
Height – 2 cm (0.8")
Gross Weight – 1.35 kg (3 lbs)

Material:
White lacquered MDF board.

Care:
Wipe with damp cloth.

Country of Origin:
Vietnam



Frame Tray

Article No.:
2742-8401

Dimensions & Weight:
Width – 37,4 cm (14.7")
Depth – 34 cm (13.4")
Height – 4,4 cm (1.7")
Net Weight – 1.3 kg (2.9 lbs)

Package Dimensions & Weight:
Width – 39 cm (15.4")
Depth – 34,8 cm (13.7")
Height – 5 cm (2")
Gross Weight – 1.45 kg (3.2 lbs)

Material:
Matte lacquered solid
American Oak grade 1.
White lacquered MDF board.

Care:
Wipe with damp cloth.

Country of Origin:
Vietnam



Retail Images* (2737—8401)



Image 01



Image 02



Image 03



Image 04



Image 05



Image 06

**Retail Images: Design House Stockholm recommend the stated images in their assigned order to function as e-commerce images.*

Retail Images* (2738—8401)



Image 01

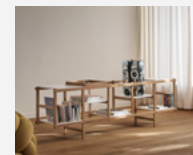


Image 02

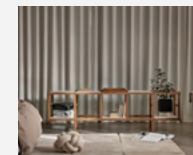


Image 03



Image 04



Image 05

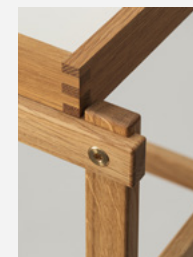


Image 06

**Retail Images: Design House Stockholm recommend the stated images in their assigned order to function as e-commerce images.*

Retail Images* (2739—8401)

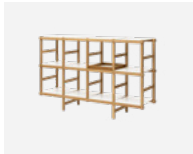


Image 01



Image 02

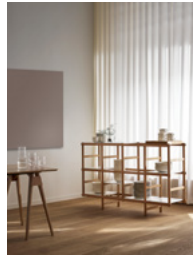


Image 03



Image 04



Image 05



Image 06

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Retail Images* (2740—8401)



Image 01

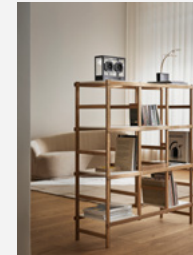


Image 02

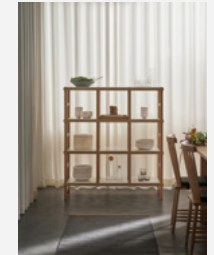


Image 03

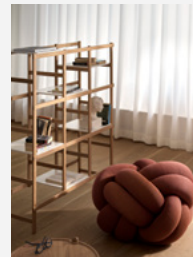


Image 04



Image 05

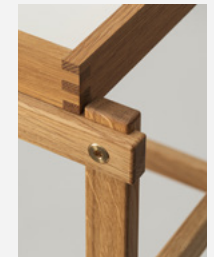


Image 06

**Retail Images: Design House Stockholm recommend the stated images in their assigned order to function as e-commerce images.*

Press Release

Press Release
Frame Shelving System
by Harald Hermanrud



Design House
Stockholm

Product Sheet

PRODUCT SHEET

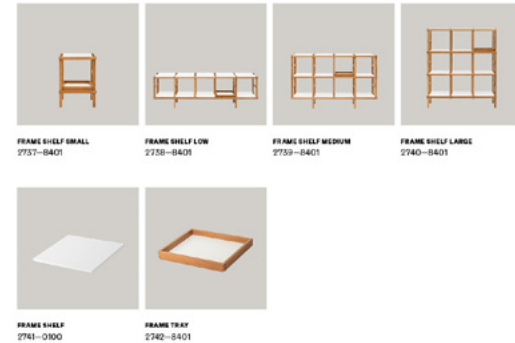
FRAME COLLECTION

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Product Information

PRODUCT NAME	DESIGNER NAME	YEAR OF RELEASE	PRODUCT CATEGORY
Frame Shelving System	Harald Hermanrud	2022	Scandinavian Room
COUNTRY OF ORIGIN	ENVIRONMENT	MATERIAL	CARE
Vietnam	Indoor Use Only	Matte lacquered solid American Oak grade 1. Shelves in White lacquered MDF board.	Wipe with damp cloth
DIMENSIONS (SMALL)	DIMENSIONS (LOW)	DIMENSIONS (MEDIUM)	DIMENSIONS (LARGE)
Height – 58 cm (22,8") Width – 39 cm (15,4") Length – 42,2 cm (16,6")	Height – 58 cm (22,8") Width – 39 cm (15,4") Length – 19,8 cm (7,8")	Height – 95,4 cm (37,6") Width – 39 cm (15,4") Length – 154 cm (60,6")	Height – 152,8 cm (60,5") Width – 39 cm (15,4") Length – 117 cm (46")
DIMENSIONS (SHELF)	DIMENSIONS (TRAY)		
Height – 2 cm (0,8") Width – 34 cm (13,4") Length – 37,4 cm (14,7")	Height – 4,8 cm (1,9") Width – 34 cm (13,4") Length – 37,4 cm (14,7")		

Product Information



FRAME SHELF SMALL
2757-0401

FRAME SHELF LOW
2756-0401

FRAME SHELF MEDIUM
2759-0401

FRAME SHELF LARGE
2740-0401

FRAME SHELF
2741-0100

FRAME TRAY
2742-0401

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High Resolution Images and Press Kit: designhousestockholm.presskit.com

Product Sheet Includes: Product Description, Designer Biography, Materials, Care Instructions, Dimensions & more.

Box Artwork*
Frame Small, 2737—8401



*Package Dimension & Weight: W 62.5 cm (24.6"), D 42 cm (16.5"), H 4.5 cm (5.7").
Gross Weight — 6.3 kg (13.9 lbs). Brown cardboard box with product description and EAN-Sticker.

Box Artwork*
Frame Low, 2738—8401



*Package Dimension & Weight: W 196.5 cm (77.4"), D 42.5 cm (16.7"), H 13.5 cm (6.7").
Gross Weight — 22.4 kg (49.5 lbs) Brown cardboard box with product description and EAN-Sticker.

Box Artwork*
 Frame Medium, 2739—8401



*Package Dimension & Weight: W 178 cm (70"), D 44 cm (17.3"), H 17 cm (6.7").
 Gross Weight — 28.3 kg (62.5 lbs). Brown carboard box with product description and EAN-Sticker.

Box Artwork*
 Frame High, 2740—8401



*Package Dimension & Weight: W 137.5 cm (54"), D 42 cm (16.5"), H 23 cm (9").
 Gross Weight — 26.7 kg (59 lbs). Brown carboard box with product description and EAN-Sticker.