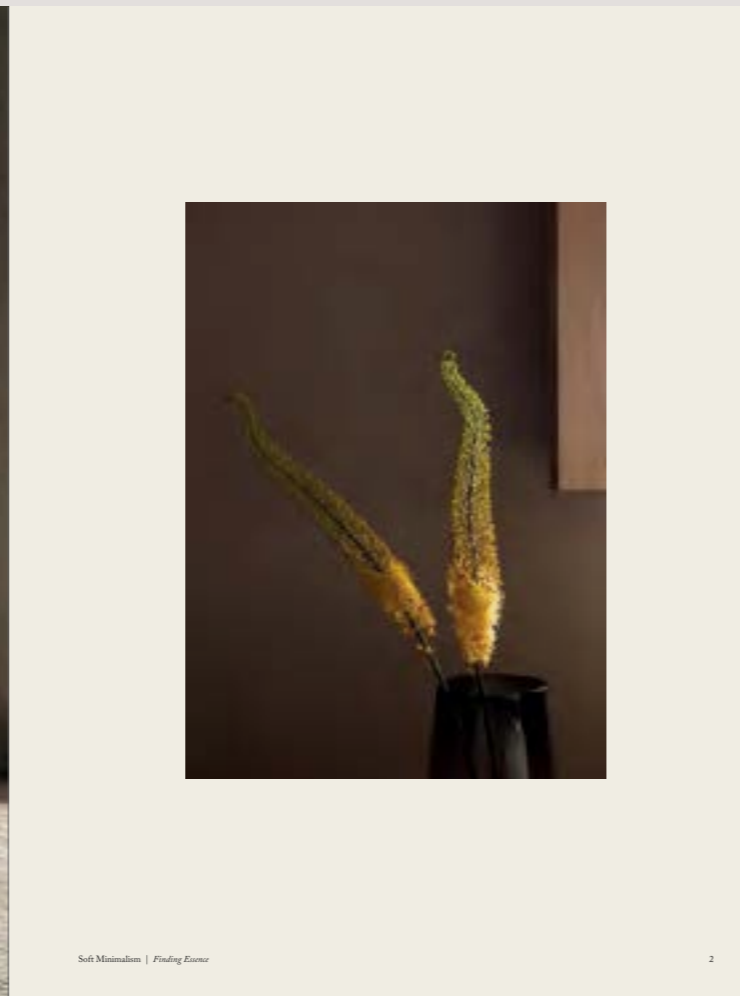




You can enhance the sensuous beauty of our surroundings by removing all the things that clutter it, so our perception of the essential elements is not disturbed by inessential details.

- JONAS BJERRE-POULSEN

Norm Architects



Soft Minimalism | Finding Essence

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Norm Architects



Soft Minimalism

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## SOFT MINIMAL

### Norm Architects: A Sensory Approach to Architecture and Design

By: Norm Architects  
Features: Full color, linen hardcover, stitch bound, 288 pages, 24.5 x 33 cm, 9 3/4 x 13 inches  
Price: €60 (D) £ 55 \$90 (US)  
ISBN: 978-3-96704-055-5



RELEASE (EUROPE & UK): AUGUST 2022  
RELEASE (INTERNATIONAL): OCTOBER 2022

NEW



SAMPLE COVER

Building spaces of equilibrium: Norm Architects' humane simplicity creates environments that feel as good as they look.

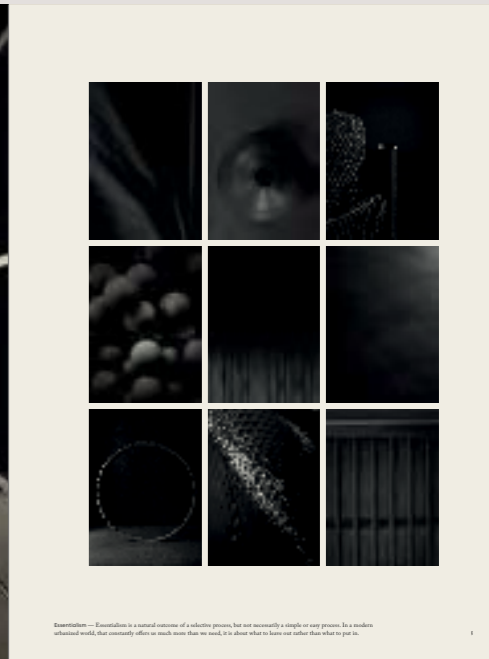
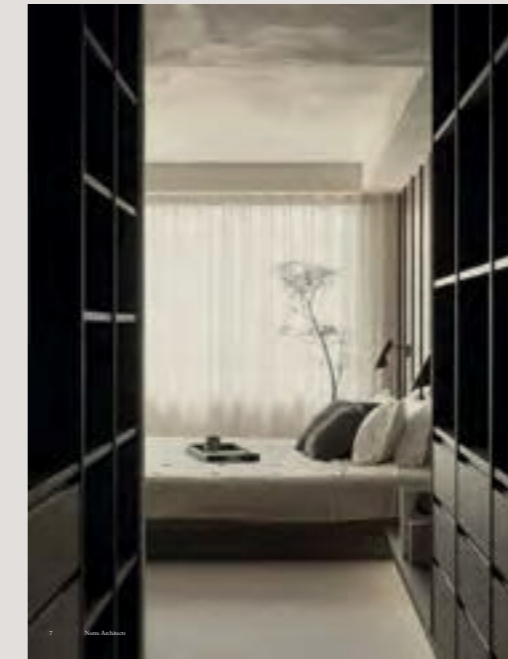
Guided by ideas of wellbeing, the essence of Norm Architects' style is balance: richness focused by restraint, simplicity imbued with warmth, complexity heightened by order. Be it architecture, interiors, or furniture, Norm's unique brand of soft minimalism speaks to the mind as much as the body, creating spaces for people.

The first monograph by Norm Architects, *Soft Minimal* is their own curation of works that have made them key figures of Nordic design. It presents residential and commercial projects throughout Scandinavia, Italy and Japan as Norm reflect on Nordic traditions, modernist principles, and the importance of natural materials. Exploring a creative process that makes the visual speak to all senses, the book becomes insightful, inspirational, and deeply poetic.

#### WHAT TO EXPECT

- Photography of Norm Architects' body of work spanning architecture, interior and furniture design
- Design cases from Europe, UK, Middle East, USA, and Asia
- Original still life and nature photography celebrating Norm Architects' haptic approach
- Insight on the design principles that inform Norm Architects' work—from balancing light and shadow to embracing time

Situated in one of Copenhagen's oldest streets, **NORM ARCHITECTS** are deeply embedded in their context and apply their principles in projects worldwide. Their expertise lies in finding that sweet spot where there is nothing more to add or take away.



Essentialism — Essentialism is a natural outcome of a selection process, but not necessarily a simple or easy process. In a complex, saturated world, that constantly offers us much more than we need, it's about what to leave out rather than what to put in.