



novofarm

SS 2024

# DANISH DESIGN ORIGINALS

At Novoform, we are deeply passionate about design. We take great care in examining every single detail to ensure that our products are aesthetically pleasing, functional, and expertly crafted.

As a Danish design company, we are grounded in the rich traditions of Scandinavian design. While we draw inspiration from this strong heritage, we also feel a responsibility to continue its legacy and strive for excellence in all that we do.

Our collections are characterized by their use of natural materials and soft colors, and are inspired by everyday life, notable figures, and the natural world.

We believe in simplicity and strive to create products that are not only desirable, but built to last.

We are proud to call these creations *Danish Design Originals*.

Kristian Jakobsen  
Founder & CEO

Look for our FSC-certified products (FSC® C138925)

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# THE COLLECTION

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## WE CARE

Novoform is dedicated to sustainability and we use only the best materials in the creation of our products. We prioritize longevity in our designs, believing that this is an effective way to live sustainably. Our products are built to last a lifetime and we hope that they will be treasured and passed down for generations to come.

To further our commitment to the environment, we source our wood from responsibly managed forests and sawmills. Our goal is to use only environmentally certified wood by 2024 and we currently have more than 40 FSC®-certified Danish Design Originals in our collection. All of our new designs are made with FSC®-certified wood, which ensures that the forests are harvested responsibly and with consideration for plant and wildlife habitats as well as the people who rely on the land.

At Novoform, we believe that our contribution to the planet should be high-quality, sustainable wood products that stand the test of time.



The mark of  
responsible forestry

# WOODEN FIGURINES









### SPARROWS

Meet the Sparrows - Mama, Papa and Baby Sparrow is a tight-knit family, and they take good care of each other. The Sparrows can do well individually, but always feel the best when they are close together.

The Sparrows are handcrafted in FSC® certified oak wood.

Designed by Kristian Jakobsen.











Flammario

MUSIK



**PENGUINS**

Much like the penguin's plumage, its personality is both bright and dark. It may seem shy and introvert, but at the same time it is always very curious, gentle, and playful. Despite its cold feet, the penguin has a warm heart and remains faithful to its chosen partner for life.

Our penguins are crafted in FSC® certified ash wood.

Designed by Kristian Jakobsen.





### TOUCANS

Toucans are among the most popular and well-known birds in the world due to their unique appearance, which is characterized by the distinctive long, curved beak. .

The toucans are highly social and often engage in bill fencing as a pair bonding ritual. This behavior involves the toucans gently tapping their beaks together in a playful and affectionate manner.

Our own two toucans are crafted in FSC® certified oak wood.

Designed by Kristian Jakobsen.







### GORILLAS

Gorillas are known for their intelligence and emotional depth. They have the ability to laugh and feel grief, and they form strong familial bonds. They are also skilled at using tools.

Despite their rough exterior, they have kind hearts and can be quite charming. However, it should be noted that they may not be the most tidy creatures and may create a bit of a mess if they are brought into a home.

Our own knuckle-walker is well-behaved of course and he is crafted in FSC® certified white oak and maple wood.

Designed by Kristian Jakobsen.







**BUNNY**

is a playful rabbit who loves to hop around and explore new areas. He's always on the lookout for something tasty to munch on. When he gets tired from all that jumping, he likes to relax and rest his big feet on his soft tail while keeping an eye on his surroundings.

BUNNY is made of FSC® certified oak and ash wood by skilled craftsmen who share our passion for woodworking and design.

Designed by Kristian Jakobsen.









### DANISH ROYAL GUARDS

The Danish Royal Guard, also known as the Danish Life Guard, is a historic regiment of the Danish Army that has served as the ceremonial guard for the Danish monarchy since 1660. The regiment is responsible for protecting the royal family, the royal palaces, and other royal properties. It also provides ceremonial guards of honor for state occasions and royal events.

The Danish Royal Guard is known for their tall, bearskin hats, which are a symbol of the regiment. The guards are also distinguished by their red and white uniforms, which are based on the traditional attire of the Danish Army.

The guards are equipped with modern weapons, but they also carry ceremonial swords and bayonets as part of their uniform. They are highly respected within the country.

Designed by Kristian Jakobsen.







**ELEPHANTS**

The elephant is one of the world's most iconic animals, known and loved by both children and adults for the long trunk, the big ears, and the wise eyes.

Elephants are caring and empathetic and tie strong bonds across generations in the herd.

Our elephants are made of FSC® certified ash wood.

Designed by Kristian Jakobsen.









**IN SUPPORT OF NATURE**

Natural wonders are a great source of inspiration for us, so we feel we should celebrate our 10 years anniversary by giving something back!

So, for each anniversary edition elephant sold, Novoform donates 4 EUR to the World Wildlife Fund in support of their programs to protect and preserve the world's biodiversity and wildlife - including the amazing elephants.







### CHARLIE THE DOG

The dog is said to be man's best friend - and CHARLIE is certainly no exception. This little guy is sure to bring a smile to your face. With his charming design, he's the perfect companion for your desk, bookshelf, or anywhere else you'd like to display him.

Whether you're a dog lover or just appreciate the beauty of handcrafted wooden figurines, this little guy is sure to become a treasured part of your collection.

CHARLIE is crafted in FSC® certified oak by skilled wood carvers who share our passion for both wood and design.

Designed by Kristian Jakobsen.







# HOME ACCESSORIES









#### DANISH TABLE FLAG

The flag of Denmark holds the world record of being the oldest continuously used national flag. According to legend, the flag fell from the sky in the Battle of Lindanise (Tallinn) in Estonia, on 15 June 1219.

Today, the flag is widely used for any kind of celebration, both official and private. It is common for homeowners to have a flagpole in the garden and the flag will be hoisted to celebrate birthdays in the family and similar occasions throughout the year.

The table flag is crafted in FSC® certified oak wood and cotton fabric.

Designed by Kristian Jakobsen.



### **CORK TRAY**

Versatility does not even begin to describe our cork trays. They come in two sizes in both natural and smoked cork and they have a host of applications.

Use them as a decorative way of organizing your work space, as the base for a small still life, for oils and spices on the kitchen shelf or for display of your favourite products in the bathroom.

Designed by Rikke Malling.













#### ELEVATE

The ELEVATE trays are a versatile addition to any home. Made of FSC® certified oak, these wooden trays can be used to display your favorite items, tidy up miscellaneous items, serve a small snack, or anything else you can think of.

They come in two sizes and are offered in either a natural or black stained finish.

Designed by Studio So-Lo.





#### **EDGE SERIES**

The EDGE candle holders have a clean minimalistic look with either a shiny polished or matte brushed finish.

The polished surface reflects the surrounding objects, making the candle holder's overall expression very place specific.

Use a single EDGE on its own, group several EDGE candle holders together - or mix it with natural materials in a well-balanced still life.

Designed by Rikke Malling.





### SERO

The SERO module allows for endless creative possibilities when it comes to creating your own candle holder arrangement. Mix and match multiple modules to build unique, organic structures that can be customized to fit any occasion. These geometric modules can hold up to three candles or can be combined with other modules to create a larger design.

Whether you want a long centerpiece for your dining table or a compact group for your coffee table, the SERO module allows you to build the perfect candle holder for any setting. Plus, you can easily change up your design as often as you like.

Designed by Studio So-Lo.





### FRAME SERIES

With FRAME, the designer has created a series of candlesticks in a very minimalist and Nordic design language.

Everything superfluous has been cut away and only a simple frame carrying the candle cups remains. In this way FRAME most beautifully highlights the candles, without stealing focus from them.

FRAME is made of powder-coated metal with a matte black finish.

Designed by Mette Ditmer.









## LUCCA

This candlestick is divided into four elegant segments in a simple sculptural form with soft geometry. The elegant curvature of the segments presents the candles extraordinary well and makes LUCCA a fantastic centerpiece on any table.

The simple shape of the candlestick can stand alone or can be decorated according to the season for Christmas, Easter, or summer. LUCCA got its name from the Italian word for light.

Designed by Johannes Lindner.

**RAISE POT**

Play with levels and dimensions in your home with our minimalistic RAISE POT.

The pot presents a vast range of styling options - when using the pot without saucer, the design makes an optical illusion, cheating the eye to think that the pot is hovering above ground. On its own, the saucer serves as a small bowl, ideal for bits and bobs around your home.

RAISE POT is made in stoneware with a coarse texture on the outside and glazed on the inside.

Designed by Rikke Malling.







**RAW VASES**

The vases come in two sizes and two timeless nuances – a soft white and a dark muted grey.

The cylindrical, organic silhouette with the small opening in the top makes the vase ideal for a single flower or a decorative branch or straw for a modern look.

The surface has a stunning raw texture. Use them individually or place them in pairs.

Designed by Rikke Malling.





#### **SOFT SHAPE SERIES**

SOFT SHAPE is made of ceramics with interesting contrast-filled surfaces - from the roughness of the outside to the dark glazed inside.

The organic shape of the vase looks great in combination with a beautiful bouquet, or alone as an elegant work of art in the home decor.

Designed by Rikke Malling.













### SOFT SHAPE

The SOFT SHAPE vase is also available in a stunning mouth-blown glass version.

Use it with dried grasses and branches or add an elevated feel to your SOFT SHAPE vase with fresh flowers. The bouquet's bolder hues will look beautiful when paired with the neutral shade of the vase and create an elegant work of art in your home decor.

Designed by Rikke Malling.

# TABLEWARE





**BAR SERIES**

The BAR glass is handmade in lead-free crystalline quality, which is known for its very high clarity.

The organic shape fits perfectly in the palm of your hand, and the design, with the grooved bottom and clear top, provides the glass with a raw yet elegant look.

Use the beautiful glass when quenching your thirst, as a stylish addition to your home bar or even for your preferred hot beverage, as the glass can withstand temperatures up to 90°C.

Designed by Rikke Malling.







#### **ROOT SERIES**

Our ROOT cup is made in stoneware with interesting contrasting surfaces between the coarseness of the stoneware and the smoothness of the glazed interior.

The organic shape fits perfectly in the palm of your hand, and the design, with the grooved bottom, provides the cup with a raw yet elegant look.

Designed by Rikke Malling.









# HOME TEXTILES







**LOOP**

The LOOP throws are soft and smooth and have just enough weight to give you that sense of creating a warm and comforting cocoon around you - without weighing you down.

The graphic pattern, carefully matched colors and exquisite eyelash fringes makes this throw a perfect match for any modern home.

Designed by Kristian Jakobsen.









### SKAGEN

The SKAGEN throws are lightweight, but super soft and warm. Inspired by the long, bright Scandinavian summer nights, SKAGEN is ideal for fending off the slight chill during those cosy sessions on the terrace or balcony.

And during the dark and cold winter, SKAGEN will keep you warm when you cuddle up in the sofa with a good book and your favorite cup of hot tea.

Designed by Kristian Jakobsen.





















### SERENA CONSOLE TABLE

The exquisitely crafted SERENA console table stands as a testament to the harmonious fusion of form and function. Its poised presence is characterized by the graceful elongation of its legs, which evoke a sense of refined sophistication.

Whether it graces a living room as a sophisticated bar cabinet or stands as a stylish storage companion in a hallway, the SERENA console table is a testament to the profound impact of thoughtful design.

Designed by Charlotte Høncke.













### ARTURO SHELVING SYSTEM

ARTURO presents a versatile shelving arrangement crafted from powder-coated metal, available in the elegant shades of Light Grey and Desert Sand. The system comprises modules offered in two distinct heights, featuring 3 or 5 shelves. These modules can be built together to form a customized configuration tailored to individual preferences.

To further elevate the final arrangement, additional enhancements come in the form of movable shelf boxes, crafted from either metal or wood. The resulting ensemble serves as a modern storage solution adaptable to diverse spaces, be it within the domestic sphere or a professional setting.

Designed by Kristian Jakobsen.

















## ELEMENT BENCH

Like a warm embrace, the hallway is always the first room to greet you when returning home after a long workday. Keep the decor calm with clever designs like our ELEMENT BENCH.

The clean lines and graphic design of the bench will add a calm atmosphere to your hallway while offering you a nice place to rest when taking off your shoes.

ELEMENT BENCH is ideal on its own or in combination with CLOTHES RACK as the optimum wardrobe solution.

Designed by Rikke Malling.



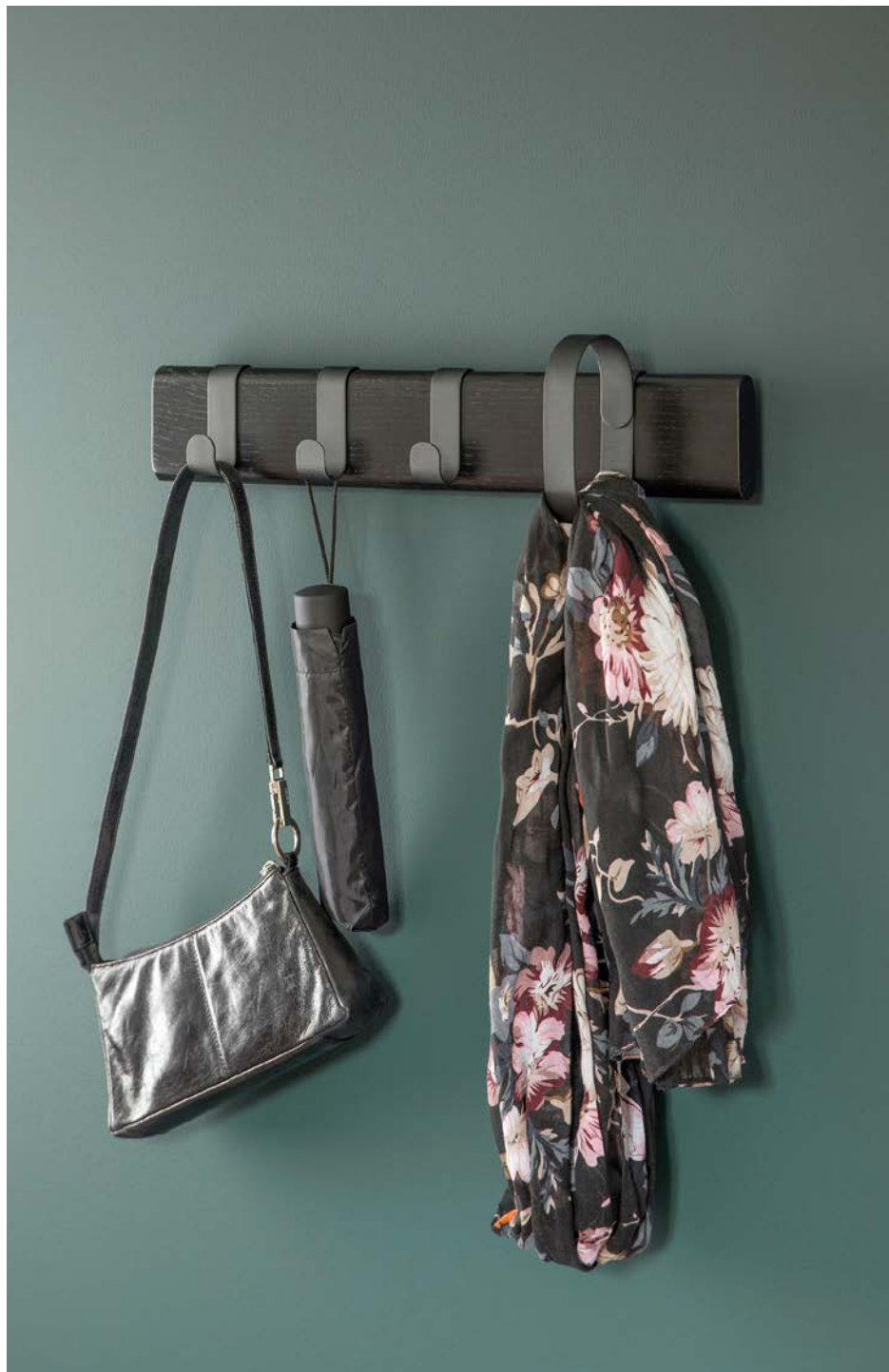
### CLOTHES RACK SERIES

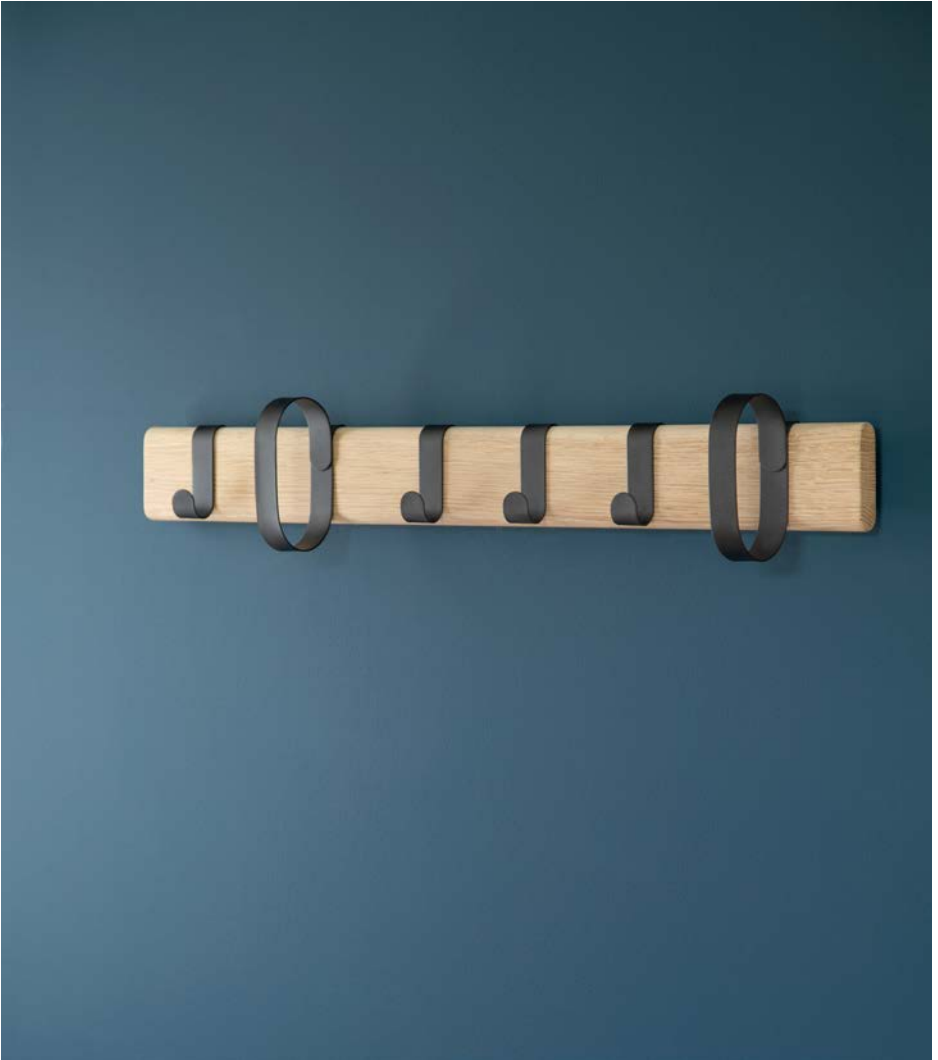
Despite its simple and graphic design, CLOTHES RACK is a very stable piece of furniture regardless of the amount of clothes hanging on it. Therefore, it is the ideal wardrobe solution suitable for both private and public environments.

With its minimalistic look and straight lines, CLOTHES RACK creates a beautiful yet discrete frame for the clothes on display.

Designed by Rikke Malling.







**FLUKE**

The FLUKE coat racks are versatile and customisable in the sense that the hooks and scarf rings can be arranged as you wish.

The FLUKE coat racks are made of FSC® certified white oak and powder coated metal.

Designed by Studio So-Lo



# DESIGNERS



## **Anders Nørgaard**

Anders Nørgaard graduated from The Royal Danish Academy of Fine Arts in 1989. In 1994 he established the company Nørgaard Design, which has grown into a recognized design studio, working with both Danish and international clients.

Nørgaard Design has its roots in the tradition of Scandinavian design that balances aesthetics and functionality. By combining these values, Anders and his team creates design that can easily be integrated into various lifestyle and usage situations.



## **Charlotte Høncke**

Charlotte graduated as Industrial Designer from the Danish School of Architecture in 2002, but soon discovered that furniture design was her passion. She founded her own studio in Aarhus in 2010. Here, Charlotte designs furniture, lamps and related products, mainly for the home.

She has a special talent for combining functionality and aesthetics with small fascinating details so her design surprises and sparks curiosity.



## **Mette Ditmer**

Mette Ditmer has designed and sold home accessories under her own name since 1995.

She stands for the clean, simple and honest design and her style is graphic, colorful and always with a twist.

*"Design is like real life: It's about the little things - the details make the difference"*



## **Rikke Malling**

Coming from a family of architects, Rikke Malling has always had a great fondness of interior design.

However, it was when she owned and ran two restaurants together with her husband, that she started designing high quality tableware, furniture and other objects that could meet the high demands of everyday professional use - and still be aesthetically pleasing.

# DESIGNERS

## Kristian Jakobsen

Being a creative soul with a commercial mindset, Kristian is the founder of the novoform brand and the designer behind some of the best selling items in the collection.

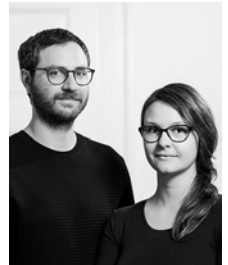
With no formal design education, Kristian is free from dogma and limitations in his creative thinking. He loves the clean and simple aesthetics of traditional Danish designs, but enjoys to give things an unexpected twist.



## Studio So-Lo

Anna and Christof met at a common employer in 2015. With a common passion for designing and developing, they founded their studio in 2018.

*"Inspiration meets us in all aspects of everyday life and brings new influences for designs with a subtle eye for detail. We develop products that create a comfortable and friendly environment. A sustainable approach - in design as well as quality - is always the focus"*



## Johannes Lindner

Johannes Lindner studied architecture at RWTH Aachen University and works interdisciplinary. With his background in architecture, his designs are characterized by clean lines, functionality, and aesthetic quality.

Johannes founded his studio in 2014 and takes an analytical, creative, and manual approach to the design process in close dialogue with several international clients.



## JOIN OUR TEAM

We are always looking for new collaborations with talented designers.

Perhaps you have already established yourself as a well-known name in the industry - or you may have just finished your studies or even be self-taught. What matters is your style and interpretation of the Scandinavian design language in a modern context.

Feel free to send your product ideas to [info@novoform.com](mailto:info@novoform.com)

***That's all, folks...!***

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The mark of  
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# We care.

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