

TRAY SHELF

PRESS RELEASE

CREATE OPEN SPACES WITH THE FLEXIBLE SHELVING SYSTEM

PRESS RELEASE 2018

TRAY SHELF IS A VIVID SHELVING SYSTEM WITH STRAIGHT LINES, AESTHETIC SYMMETRY AND SIMPLE EXPRESSION. WITH TRAY SHELF, THE GERMAN DESIGNER HANNE WILLMANN BEAUTIFULLY COMBINES JAPANESE ELEGANCE AND GERMAN ROBUSTNESS.

A PERSONAL SHELVING SYSTEM

TRAY SHELF IS DESIGNED TO CREATE VARIOUS POSSIBLE ARRANGEMENTS OF THE TRAYS MAKING THE SHELVING SYSTEM DYNAMIC AND PERSONAL. TAKE THE TRAYS AND PLACE THEM ON THE DIFFERENT LEVELS IN THE METAL FRAME UNTIL YOU HAVE THE ARRANGEMENT AND EXPRESSION YOU LIKE. GAPS IN THE SHELVING SYSTEM ARE CREATED BY MOVING THE SMALL TRAYS, WHICH ALLOW TALLER OBJECTS TO BE PLACED IN THE OPEN SPACE.

INSPIRED BY THE SURROUNDINGS

THE INSPIRATION FOR THE DESIGN AROSE IN HANNE WILLMANN'S OWN STUDIO. SHE NEEDED A FLEXIBLE SPACE TO PLACE HER COLLECTION OF VASES. THE IDEA WAS TO DESIGN A SHELVING SYSTEM THAT WAS MORE THAN MERELY CONVENIENT. IT SHOULD BE HIGHLY SATISFYING FROM AN AESTHETIC POINT OF VIEW AS WELL TO ACCOMMODATE THE MODERN INTERIOR DESIGN AND LIFESTYLE.

"WE NO LONGER USE SHELVING SYSTEMS AS BOOKSHELVES, BUT RATHER TO SHOW THE OBJECTS WE LOVE. YOU CAN ARRANGE THE SHELVES MATCHING YOUR NEEDS," SAYS HANNE WILLMANN.

TRAY SHELF IS DESIGNED WITH A SUSTAINABLE MINDSET AND WITH THE INTENTION OF STAYING FUNCTIONAL AND BEAUTIFUL AS TIME GOES PAST. ITS SIMPLE EXPRESSION AND ELEGANT MATERIALS ARE MADE FOR USE FOR MANY YEARS TO COME.

AVAILABLE WITH EITHER BLACK PAINTED OR NATURAL OAK SHELVES AND TWO HEIGHTS.

CONSTRUCTED WITH TWO WIDE AND ONE SHORT SHELF FOR THE LOW CONSOLE TABLE AND FOUR WIDE AND TWO SHORT TRAYS FOR THE TALL SHELVING SYSTEM.



DESIGNER
HANNE WILLMANN

LAUNCH
2018

MATERIALS/COLOURS
BLACK PAINTED METAL FRAME
BLACK PAINTED OAK AND WHITE PIGMENTED OAK SHELVES

DIMENSIONS
L 1000 x D 400 x H 810 MM (LOW)
L 39.3 x W 15.7 x H 31.8 "
L 1000 x D 400 x H 2010 MM (HIGH)
L 39.3 x W 15.7 x H 79.1 "

PRESS INFORMATION
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