

# HOUE

**CONTACT**

For more information and photos in high resolution please contact us!

**HOUE**

Rodelundvej 4a RY Denmark  
info@houe.com

**DISCOVER**

The world of HOUE: [www.houe.com](http://www.houe.com)



## DANISH DESIGN AFFORDABLE LUXURY

### **HOUE // THE STORY**

HOUE is a Danish design house founded in 2007. We combine great comfort and design in our work. We always put a lot of effort into our product development striving to meet a high standard of craftsmanship.

We are driven by affordable luxury as a philosophy, by choosing the right materials and solutions. We draw from a proud heritage of Danish design and craftsmanship with mass appeal. HOUE offers both an outdoor and indoor collection, always meeting our high requirements in terms of design, price and quality.

Our products are manufactured only on well-established factories with whom we have worked closely for several years. Our products are not random mass production – every detail, joint or component in our furniture is thoroughly chosen or invented by our experienced HOUE team to make a unique product.

### **HOUE // NEW INTRODUCTIONS**

We look forward to introducing our news at the IMM 2020.

For outdoor we introduce MOLO sunbed made in beautiful warm bamboo, a kids rocking chair and new refreshing colors for the CLICK collection and for LEVEL lounge set. All news are shown at our stand at the IMM (Hall 2.2 / Aisle D no. 040).

For Indoor we introduce HEKLA office table, designed by Henrik Pedersen, and our new FALK chair designed by the Danish designer Thomas Pedersen. Besides being a functional chair of great beauty – FALK is made from post-consumer plastic, directly from household trash! Read more about this exciting experiment in the separate article.

### **HOUE INDOOR**

HOUE Indoor collection is a mix of well-designed dining tables, dining- and lounge chairs made in high quality materials such as solid oiled oak, soft Camo aniline leathers and linoleum in beautiful calm dusty colors.

### **HOUE INDOOR // DINING TABLES**

The collection of dining tables consists of 5 different designs: GATE, SKETCH, FLOAT, FOUR and HEKLA. All tables come in different sizes and shapes. This combined with a choice of linoleum, veneer and laminate surfaces as well as legs in solid oiled oak, black painted or powder coated black metal – makes a wide array of possibilities.

### **HOUE INDOOR // DINING CHAIRS**

The chair collection includes a number of well proportioned, and very comfortable designs: ACURA, GRAPP, SIKO and SPÄN. Both GRAPP, SIKO and SPÄN come in more variants. The materials are oiled oak, painted ash and leather. All dining chairs compliment HOUE dining tables perfectly.

### **HOUE OUTDOOR**

Combinations of powder coated metal or aluminium, beautiful bamboo, raw black granite and different versions of colourful plastic lamellas create a collection of Danish modern well-designed outdoor furniture. The HOUE outdoor dining tables perfectly match all HOUE outdoor dining chair collections. The collections can be mixed in many different ways and enable several beautiful settings for the garden.



## DANISH DESIGN AFFORDABLE LUXURY – NEWS

**LEVEL** is a lounge collection consisting of 2 couch modules – one left and one right, an ottoman, a lounge chair and side tables in bamboo, all with powder coated grey aluminum frame and cushions in water repellent fabric. LEVEL is a modular system that makes it possible to create a variety of unique outdoor lounge settings. Combine the lounge modules with the coffee and side tables in bamboo to make your own private lounge area.

**NEW** for the summer season 2020 is LEVEL with cushions in new quality fabric from Sunbrella in an elegant light grey color. The Sunbrella fabric is 100% acrylic, water-repellent and stain-proof. The new color compliments the grey aluminium frame perfectly and gives the LEVEL lounge set a refreshing new look. LEVEL is designed by Henrik Pedersen.

**CLICK** is a collection of outdoor chairs consisting of Dining chairs, Sunbeds, Rocking chair, Lounge chair, Position chair and a Footrest. CLICK is made in intelligent designed plastic lamellas combined with powder coated grey metal and parts in bamboo. The components of the lamella are carefully composed to give them exactly the right strength and resilience.

The **CLICK** concept provides excellent cushion free comfort, and the flexibility to change colors according to individual tastes. The colors can either be used separately or mixed in a wealth of

combinations to make a new look. The plastic lamellas can be changed as often as you like, simply by clicking on and off the lamellas. CLICK is designed by Henrik Pedersen.

NEW for the summer season 2020 we introduce a kids rocking chair, for kids over 3 years of age. The kids rocking chair is a downscale of the adult version – and they match each other perfectly. We also introduce 2 new colors for the CLICK collection – Sand and Dark brown.

**MOLO SUNBED** is the newest member of HOUE outdoor collection. MOLO Sunbed is made of beautiful warm bamboo with black powder coated leg construction. Read more about MOLO sunbed in the separate article.

### DESIGN //

HOUE furniture is designed by the designers Henrik Pedersen, Jesper K. Thomsen, Rooe Magdassi and Thomas Pedersen.

### PRICES //

This is Affordable Luxury!



## TURNING TRASH INTO TREASURE

We stopped looking at trash as a problem and started seeing it as the resource it is. And we created a chair made of recycled everyday household plastic.

### LOOKS AS GOOD AS IT FEELS

The FALK armchair is designed with friendly, embracing curves. It invites you in, and once you sit in it, you will surely want one of your own.

FALK has a clear signature look but isn't overpowering in its appearance. This makes FALK fit equally well in a home or an office setting.

### FALK FITS ALL NEEDS

FALK comes in different variants – depending on which legs you choose, if you add the padded seat and which color you prefer – the opportunities are many.

**HOSPITALITY** FALK with tube legs is stackable, easy to clean and perfect for a cozy restaurant, hotel or café setting. The curves make FALK beautiful in its repetition. Choose seats in the same fabric color or a mix of all 4 colors for a more playful look.

**CONFERENCE** The beautiful flow of more chairs makes FALK suitable as conference chair – either placed in rows or around a conference table.

**OFFICE** For the home office or for a professional office environment. FALK is available with 4-star swivel base or height adjustable 5-star swivel base with castors. The flexibility in the back created by the design, makes FALK suitable as office chair.

### THE SHELL, THE SEAT AND THE LEGS

**SHELL:** 75% Household plastic trash, 20% Glass fibers, 5% Color pigment

**SEAT:** CURA from Gabriel. 98% post-consumer recycled polyester, in 4 colors – Beige, Dark Yellow, Dark Grey and Dark Green. EU Ecolabelled and STANDARD 100 by OEKO-TEX®

**LEGS:** Solid FSC certified oak or powder coated metal or aluminum

### MADE IN DENMARK

The technology and production behind FALK are developed in Denmark. So looking at FALK, you are basically looking at the result of the marriage between the Danish heritage of furniture design, and cutting edge Danish innovation in applying new thinking and materials into a chair.

### RESPONSIBLE SOURCED MATERIALS

To us sustainability and responsibility goes hand in hand, but most importantly, we make sure we can document what we do. FALK consist of three parts; the shell, the seat and the legs. All parts are created with an environmental mindset, using natural materials from responsible sources. FALK is designed to last a lifetime, and more, and currently providing 5 years of warranty.

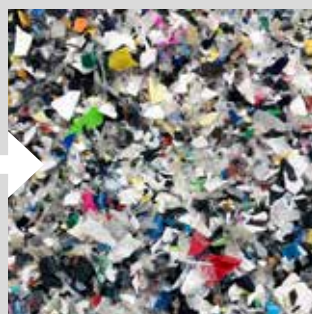
### FALK LIFE CYCLE

At HOUE we are determined to ensure right steps are taken in creating responsible furniture, meaning considering both social and environmental impact in the things we do.

We do work with a systemic perspective, taking into account how things are always connected. Consequently, we base our decisions on facts and thorough documentation. As a natural consequence FALK is undergoing the EU-Ecolabel certification.



A CHAIR MADE  
FROM HOUSEHOLD  
PLASTIC WASTE



# THIS IS FALK

## GERMAN DESIGN AWARD 2020

We are very honored to announce that our FALK chair, designed by Thomas Pedersen, has won the prestigious German Design Award 2020.

**THOMAS PEDERSEN'S** design displays typically Danish characteristics, with a clear emphasis on simplicity.

He combines classic organic lines with innovative ideas and details. Much of his fascination for furniture design comes from the fact that it is possible to build full-scale models of the concepts he has in his head. He is firmly convinced that it is only by doing this that it is possible to test the qualities of his products with his own body, to assess their durability and thus make certain that the results live up to expectations.

### THE PREMIUM PRIZE OF THE GERMAN DESIGN COUNCIL

The German Design Award is the top international prize of the German Design Council. Its goal: to discover, present and honor unique design trends. Therefore, every year, top-quality entries from product and communication design are rewarded, all of which are in their own way ground-breaking in the international designlandscape. Launched in 2012, the German Design Award is one of the most well respected design competitions in the world and is held in high regard well beyond professional circles.



**GERMAN  
DESIGN  
AWARD  
WINNER  
2020**

## DANISH DESIGN **AFFORDABLE LUXURY**

### **MOLO – NEW INTRODUCTION**

MOLO is the newest member of our outdoor collection that invites you to lounge, sit and relax.

MOLO Sunbed is made in beautiful bamboo lamellas with a decorative leg construction in powder coated black metal, that refers to the pillars of a pier. The surface and the soft rounded bamboo lamellas lead the thoughts towards a pier and the relaxing atmosphere by the sea.

The back of MOLO Sunbed is adjustable and has five different positions, which makes it possible to either lay down – or sit.

MOLO Sunbed is beautiful as it is with the warm bamboo surface, but for even more comfort you can add the MOLO Sunbed cushion in dark grey Sunbrella Natta fabric. The Natta fabric from Sunbrella is water and stain resistant and is made in 100% polyester.

Designed by Henrik Pedersen.



Five positions



Decorative leg construction



## FACES BEHIND HOUE DESIGNS



**DESIGNER //**  
**HENRIK PEDERSEN**

Does design really matter? Perhaps not – but for me it's essential. It gives me a thrill to design forms and functions that are capable of moving people passionately and opening up new possibilities.

Passion for design is in my mind, soul and heart, wherever I go.

And my main inspiration is neo-scandinavian design, influenced by the vibes of London and the humor of Amsterdam, often with elements of fusion, resulting in materials and functions being combined in new and original ways, while always striving for a pure and simple look.

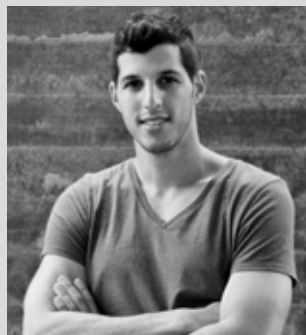


**DESIGNER //**  
**JESPER K. THOMSEN**

I see every day as a challenge to further improve whatever I designed the day before. This is my driving force, which constantly sends me in new directions. I draw inspiration from everything I meet on my way and don't subscribe to a specific design idiom or narrow professional speciality.

I always seek to develop my working field with new areas of interest and new partners. To me design is not about doing it alone but about nurturing the opportunities of teamwork.

As long as design has a clearly stated purpose there are no ends to creative options you can apply.



**DESIGNER //**  
**ROEE MAGDASSI**

I believe that design should be practical, striving for simplicity and be straightforward. I design products that are desirable, bringing fun. Products that make you smile.

In my designs I try to use as an inspiration a recognized shape, feature or a small gesture which most people are familiar with, simplify it to its core, process it and implement it in a new context.

The functional details enhance the concept in an interesting and expressive manner, and adds a unique character to the object, one that the consumer can recognize and relate to.



**DESIGNER //**  
**THOMAS PEDERSEN**

Thomas Pedersen's design displays typically Danish characteristics, with a clear emphasis on simplicity.

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## INDOOR COLLECTION



FALK Chair



HEKLA Office Table



GATE Table



SIKO Lounge



## INDOOR COLLECTION



GATE Table



SPÄN Lounge



EYELET Tray tables



SIKO Lounge

## INDOOR COLLECTION



FALK chair



FALK chair



FALK chair



FALK chair



FALK chair



HEKLA Table



FOUR Table



FLOAT Table



EYELET Ø45



EYELET Ø60



EYELET Ø70



SKETCH Table



GATE Table



GATE Table



ACURA Chair



ACURA Chair



SPÄN Lounge



SPÄN Lounge



SPÄN Table



SPÄN Table

## INDOOR COLLECTION



SPÄN Dining chair



SPÄN Dining chair



SPÄN Lounge chair



EDGE Table Ø45



EDGE Table Ø60



EDGE Table Ø70



GRAPP Dining chair



GRAPP Dining chair



SIKO Dining chair



SIKO Lounge chair



SIKO Dining chair



SIKO Dining chair



SIKO Dining chair



SIKO Lounge chair



SIKO Lounge chair



SIKO Lounge chair

## OUTDOOR COLLECTION



CLICK



CLICK Kids Rocking Chair



CLICK + SKETCH



CLICK + LEAF



## OUTDOOR COLLECTION



CLIPS



CLIPS + FOUR



CLIPS + FOUR



CLIPS + FLOR

## OUTDOOR COLLECTION



PAON



PAON + FLOR



PAON + BEAM



PAON



## OUTDOOR COLLECTION



MOLO SUNBED



LEVEL IN NEW LIGHT GREY COLOR + EDGE

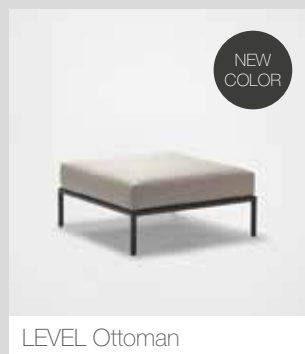
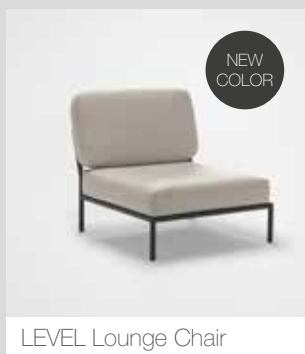
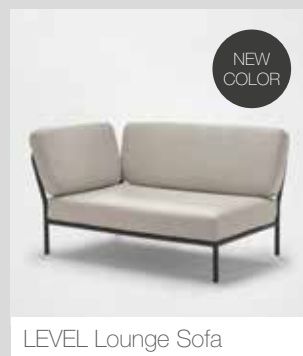
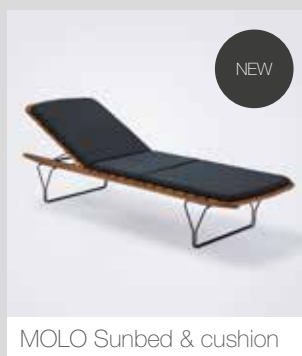
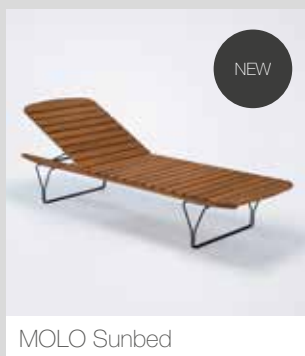


LEVEL IN NEW BLUE COLOR + EDGE



LEVEL + EDGE

## OUTDOOR COLLECTION



## OUTDOOR COLLECTION



PAON Dining chair



PAON Lounge chair



PAON Rocking chair



PAON Bench



PAON Bar chair



PAON Dining chair



PAON Dining chair + cushion



PAON Bench



PAON Lounge chair



PAON Dining chair



BEAM Dining table



CIRCUM Café table



FLOR Café table



BEAM Dining table



CIRCUM Café table



FLOR Café table

## OUTDOOR COLLECTION



EDGE Table Ø46



EDGE Table



EYELET Tray table



EYELET Tray table



CLIPS Dining chair



CLIPS Dining chair



CLIPS Rocking chair



CLIPS Rocking chair



CLIPS Rocking chair



CLIPS Bar stool



CIRCLE Dining table



CIRCLE Table



FOUR Dining table



FOUR Table



FOUR Bar table



FOUR Bar table