



BY THORNAM

*We aim to reinvent the
way we see and use furniture*

PRESS RELEASE

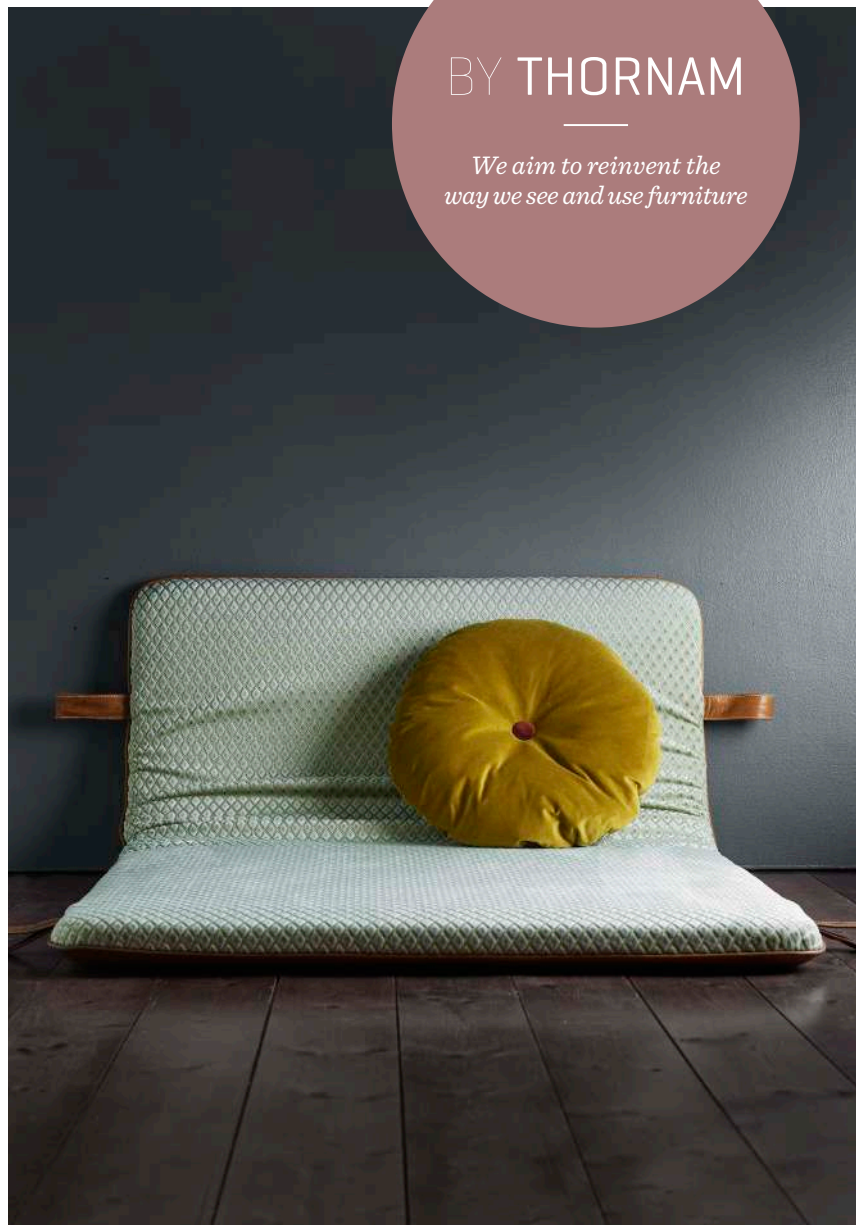
BY THORNAM is proud to present THE M. THE M is a unique piece of furniture that can be shaped according to mood, lifestyle and needs. It can be used as a day-bed, lounge-chair, couch or as a unique headboard. THE M is luxurious and relaxed at the same time. THE M is designed and handmade in Denmark.



BY THORNAM

BY THORNAM is a new design lab founded by head designer Mads Thornam: "In Denmark, we have a proud design heritage that has spawned some of the greatest classics in the world. We are renowned for our craftsmanship, our attention to detail and our unique Scandinavian look, but I have missed alternatives that add new perspectives to Danish design and that excites all your senses, opens your creative mind whilst at the same time challenging 'normality'".

BY THORNAM focuses on social design, perfectionism in every detail, craftsmanship and quality that lasts for generations to come.



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We aim to reinvent the way we see and use furniture



THE M

THE M is created to be a part of everyday life and can be easily shaped by mood, lifestyle and needs. THE M is to be enjoyed and used together with those you love or when you are alone in your own trail of thoughts. The design epitomizes the Danish term 'hygge' and its multifunctionality makes it unique of its kind. 'Hygge' means "a complete absence of anything annoying, irritating or emotionally overwhelming combined with the presence of and pleasure from comforting, gentle and soothing things".

THE M is inspired by a leather mat originally used in gyms across Europe in the mid-30s.

They were used to lessen the "sting" or impact when jumping of a pommel horse, beam or vault. Leather handles made them easier to move around and were also used for easy attachment to a wall when not in use. Unfortunately, today the original mats are either sold out or worn out.

THE M combines understated luxury, superior quality and unique Danish craftsmanship.



*BY THORNAM
is continuously working
with new collections
and special editions of
THE M.*

DESIGN

Even though it was important for us to stay true to the original gym mat THE M has been creatively reinvented to embrace modern Scandinavian design. When we started out designing THE M we wanted to reinvent the way in which we see and use furniture. We aimed for a design that would instantaneously soothe the mind. We wanted it to be cozy, homely and luxurious.

THE M is made in the finest handpicked aniline leather. Every hide has its own unique story and characteristics. There have been no compromises and the use of leather is unique. Never before have a piece of furniture used that much aniline leather on such a big surface without any seams disturbing the eye. THE M can be combined with textiles from well renowned Kvadrat and Bomholtz Larsen. Like the original the appearance of the leather will age with beauty. THE M is meant to last for generations.



VARIATIONS

THE M comes in different sizes, variations and materials.

Like the original THE M is 180x110x8cm/71x43x3in.

THE M is also made in a headboard version that comes in five sizes aranging from 60x90cm/24x35in all the way up to 60x180cm/24x71in.

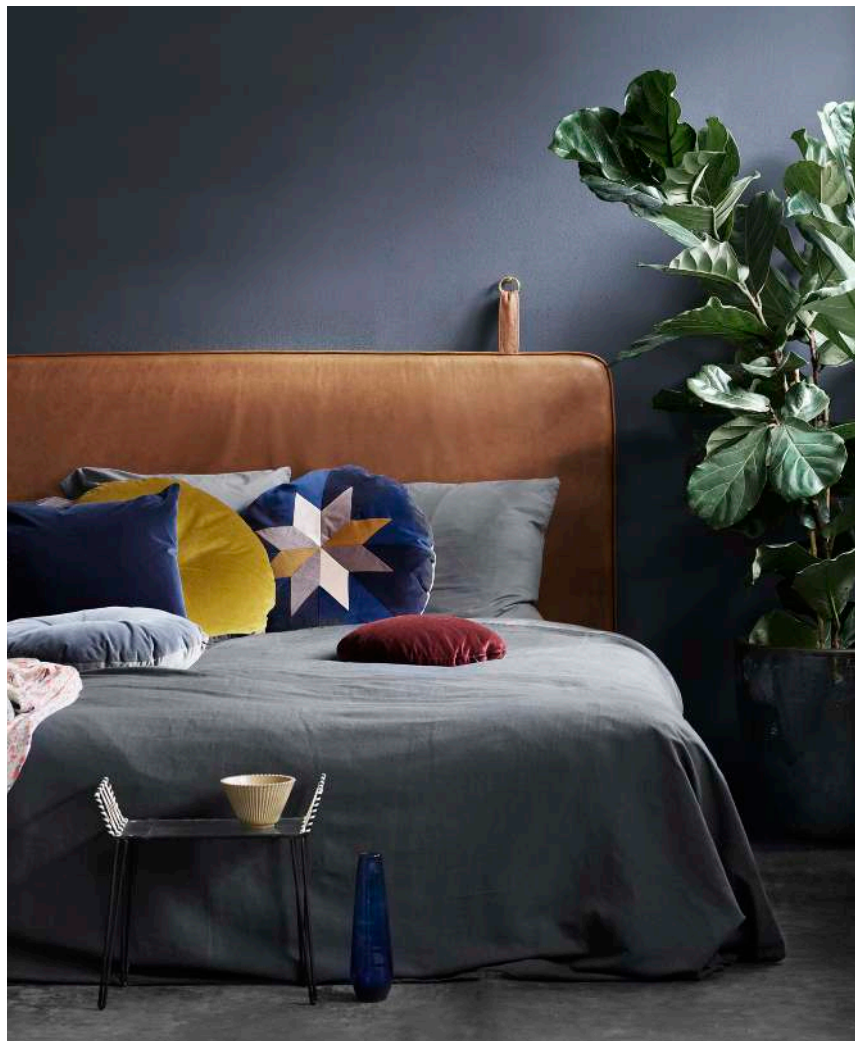


IMAGE BANK

All pack shots and environment images can be downloaded from our image bank at www.bythornam.com/press

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