

# NOR NORM

INTRODUCING  
CIRCULAR  
DESIGN



# CIRCULAR DESIGN

Timeless design, neutral colours and clean lines. Neither too minimalist – nor too cluttered. These are some of the design characteristics of NORNORM. The aim is to create styles that are easy to like over time. It is also to create a maximum of functionality, flexibility and impact using a minimum of pieces. All of this is key to both the circularity and cost-effectiveness of the concept.





## TIMELESS DESIGN TO ENSURE A LONG LIFE

The clean lines and pared down aesthetics of NORNORM's design speak firmly of its Nordic heritage. "Timeless design never goes out of style, which is essential to the circularity of the concept. We don't do fast and funky. We want our pieces to feel as contemporary in ten or even twenty years time as they do today", says Head of Design Eric Boudart, the mind behind the design aesthetic of NORNORM.



Developing the design concept of NORNORM, Eric Boudart has worked with two main aspects in mind. One is timelessness – the other creating a maximum of functionality, flexibility and impact using a minimum of pieces, which is also important from a circular point of view.

- There is a strong element of freedom built into the concept – freedom to mix, to choose, to exchange, to embrace the new but to hold on to what is good. Key words in the design process have been functionality, simplicity, beauty, quality and easy maintenance.

### BIG RESPONSIBILITY

A strong reason for avoiding trendy and standout design is that the NORNORM circle is based on quickly finding new subscribers for every set. And taste differs.

- One of the challenges in the design process has been to create something beautiful – but never at the cost of functionality. It's important to keep in mind that the environment in which people work needs to offer the best prerequisites for them to perform at the top of their abilities. Creating an attractive environment is important. But it's also important to bear in mind that some spaces need to be quiet, while others need to offer creative interaction between co-workers – and that chairs need to be comfortable, he says.

- Sitting on shelves is not sustainable. We have a huge responsibility to deliver on our promise, which is to offer the circular office of tomorrow today, Eric Boudart says.

- Part of our uniqueness is the speed with which we can offer a complete workspace design solution – in about 48 hours after receiving the floor plan, we can return a full proposal. This is based on the simplicity of the concept with sets, and not individual pieces, he continues.



# THREE BASIC LOOKS

The interplay between quality of materials, simple shapes, clean lines and colours reflect the design identity of NORNORM

The colour palette relies heavily on neutrals, most notably whites, naturals and tans, with accents of black to create sharp contrasts. The spaces tend to be more monochromatic, with different hues coming into play as accents. The diversity of nature and landscapes in the Nordic countries was the starting point for the three basic look and feel expressions of NORNORM; Nordic Light, Nordic Dark and Nordic Black & White.

They all incorporate classic elements of the Nordic style, use plenty of natural materials and emphasize clean lines. They are neither too minimal nor too cluttered, but are rather an uncomplicated mix of elements, with a focus on functionality and simplicity. As the names suggest, Light is based on lighter wood and Dark on darker wood, while the Black & White creates bold contrasts.

Not only timeless, the three basics are also designed to evoke a sense of calm and relaxation and to stimulate creativity, well-being and collaboration - spearheading the design aesthetic of the workspace solutions we aim to create.

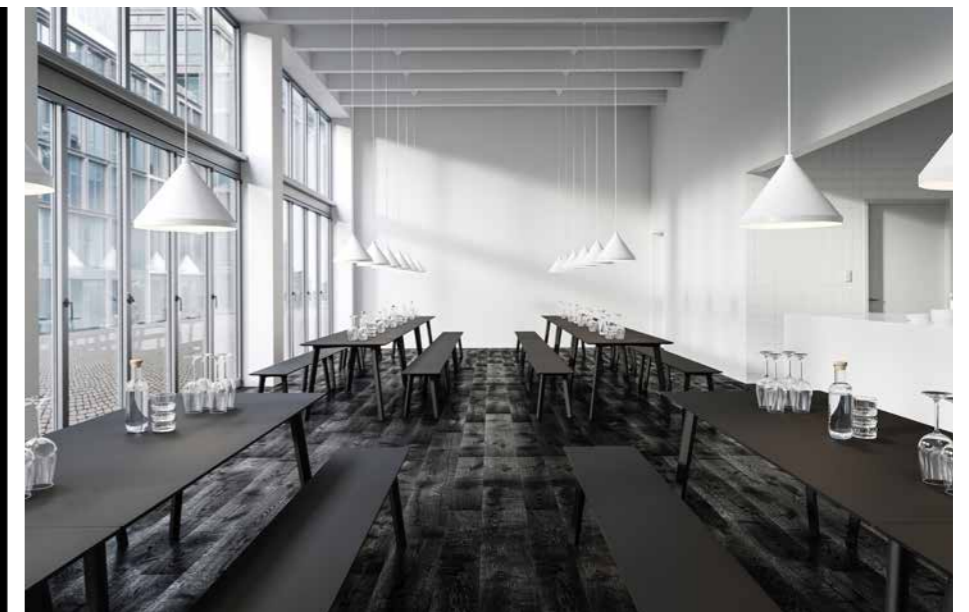
NORDIC  
LIGHT



NORDIC  
DARK

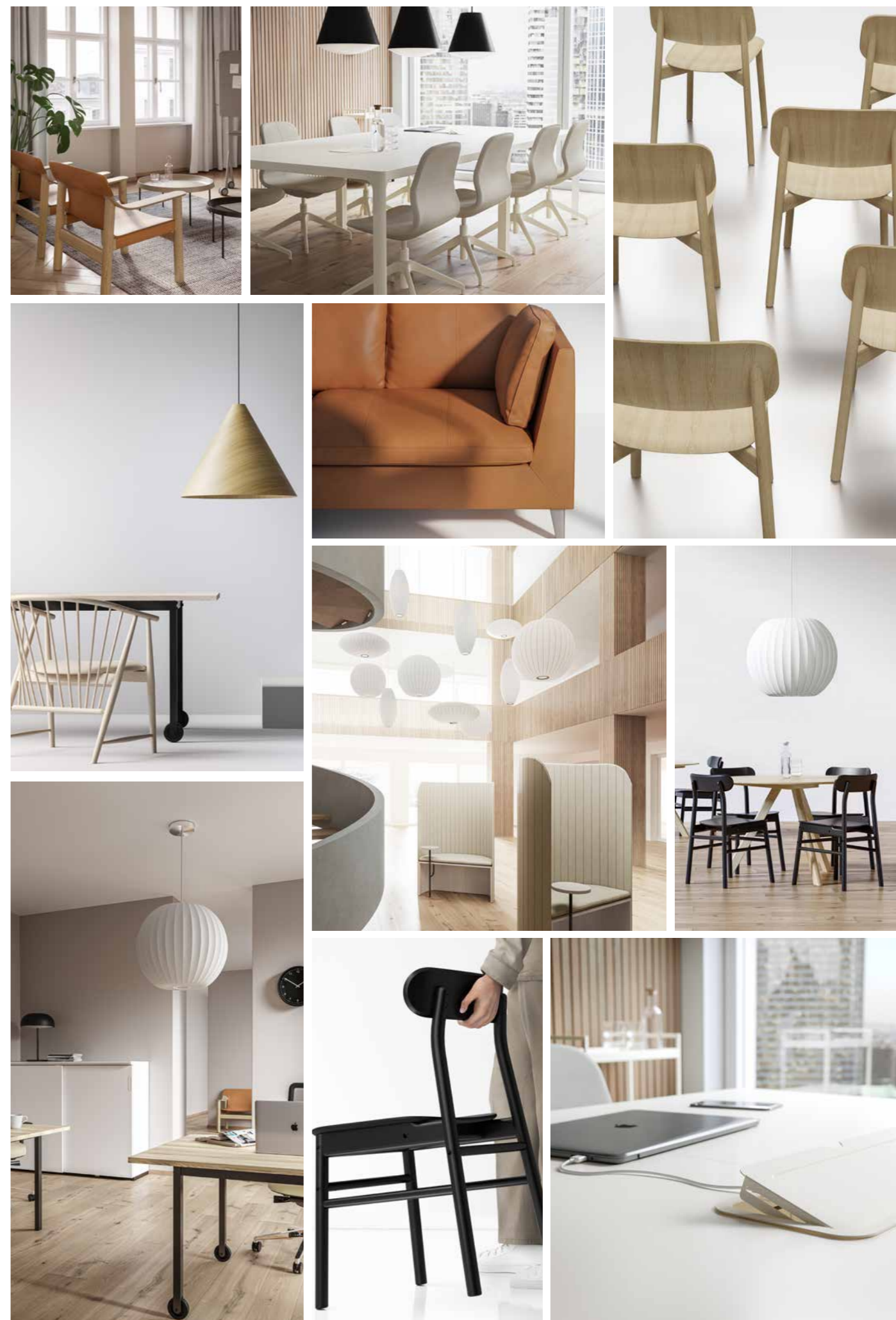


NORDIC  
BLACK AND WHITE



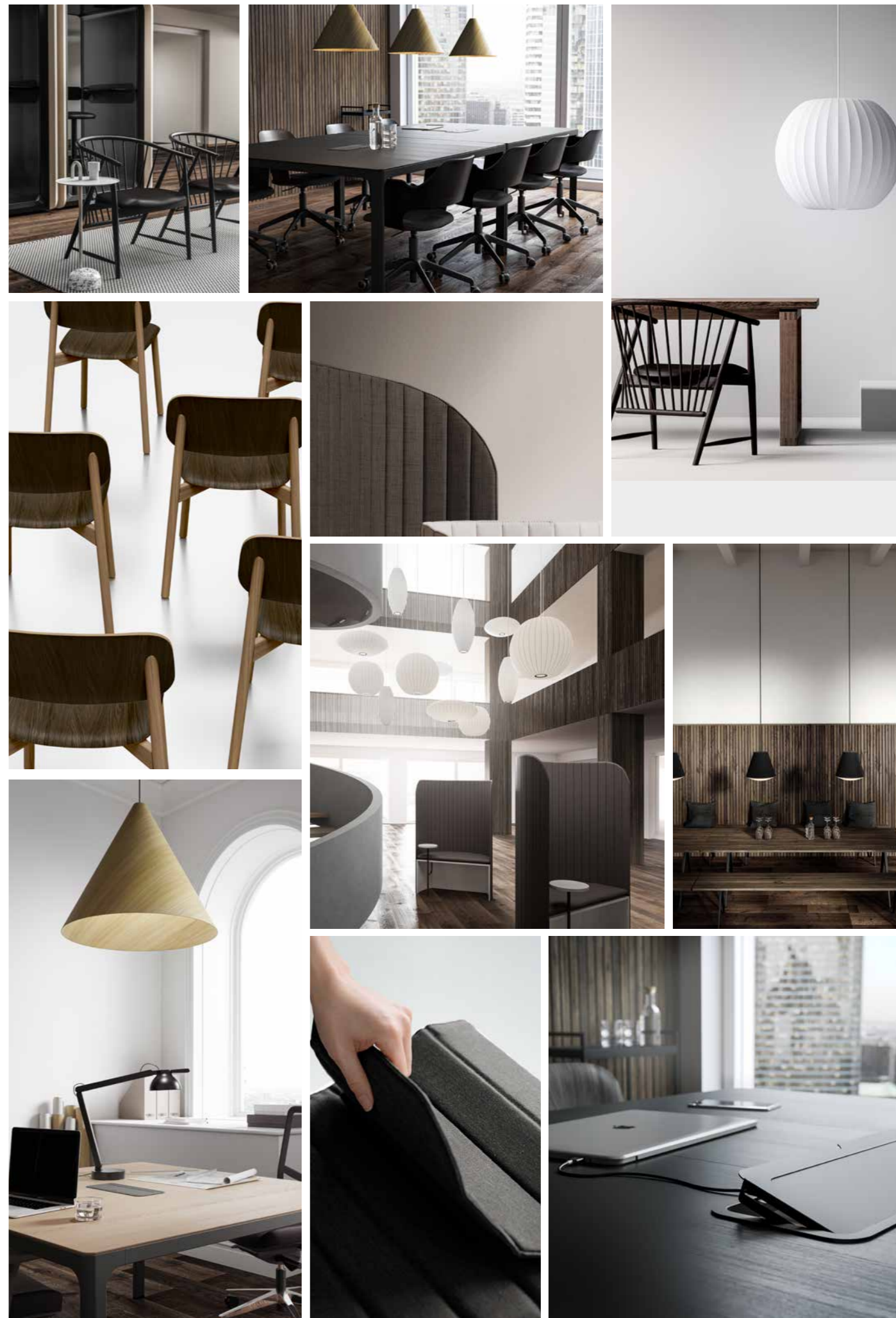


# NORDIC LIGHT



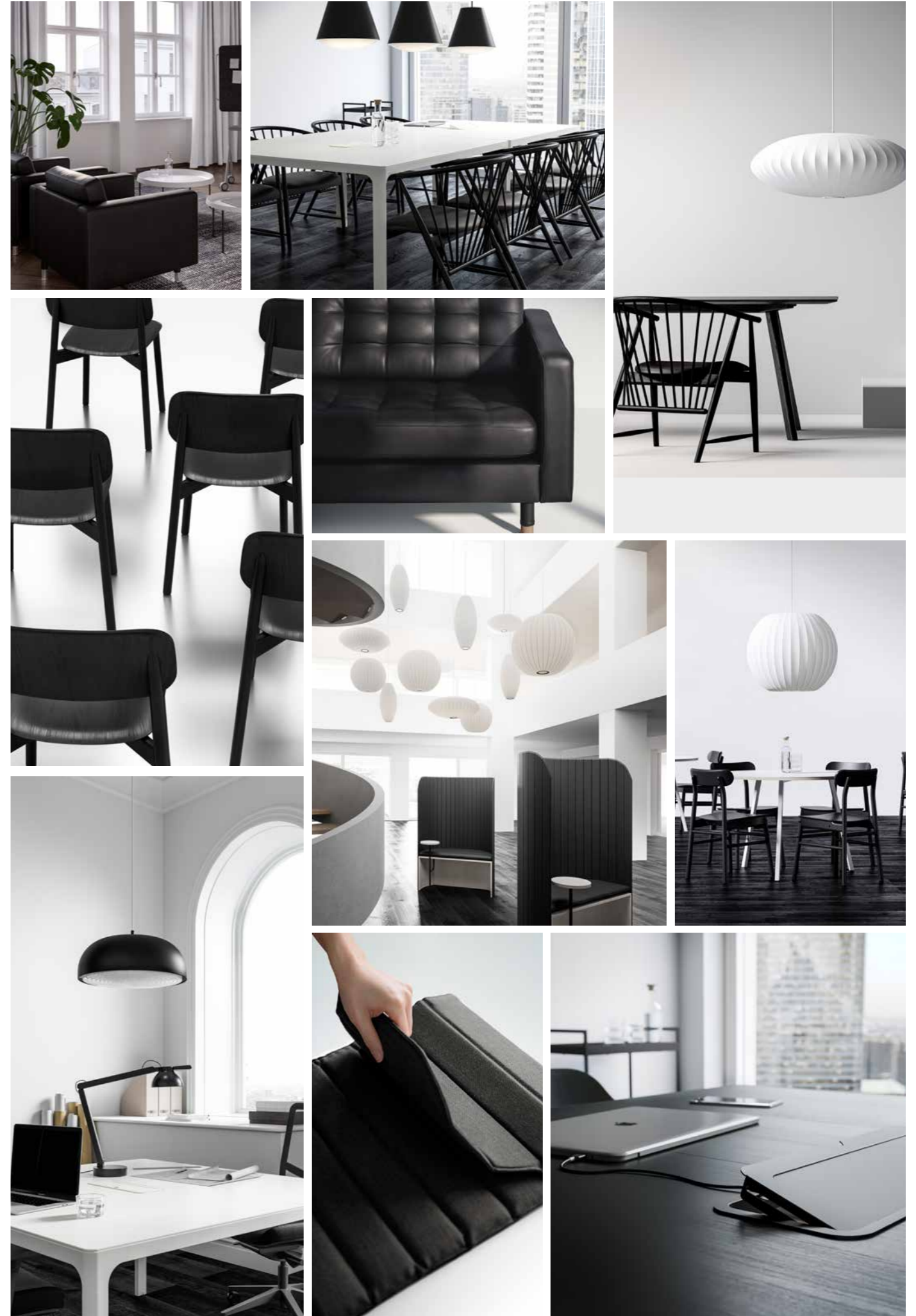
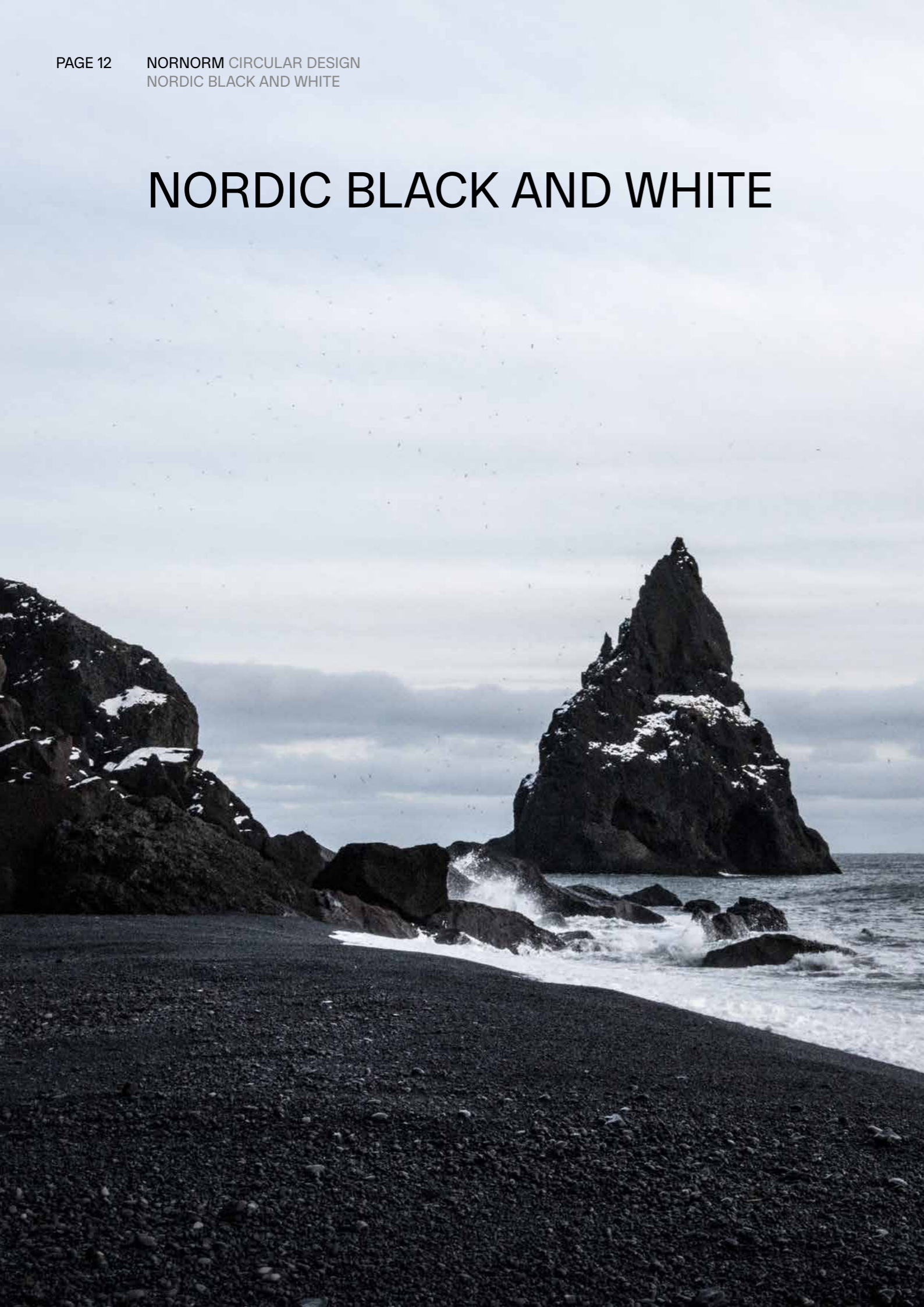


# NORDIC DARK





# NORDIC BLACK AND WHITE





# ADDING COLOURS

To the three basic looks of NORNORM, nine look & feel expressions – called the "Add ons" – have been added. This is a way of injecting colours into the basic design expressions and to add freshness and create a warmer and more casual working atmosphere.

Meanwhile, it has been important not to lose the Nordic feeling. That's why the Add ons are based on the primary colours – green, blue, red and yellow – but in a muted way, inspired by the diversity of nature and landscapes in the Nordic countries. The colour palette ranges from dirty pastels to the rich shades of autumn. Avoiding bright and "funky" colours is also a way of adding to the timelessness of the concept.

The nine "Add-ons" are made up by four Light Muted and four Dark Muted and, in addition, one Light Muted Multi, incorporating all four primary colours.





# NORDIC LIGHT ADD - ONS













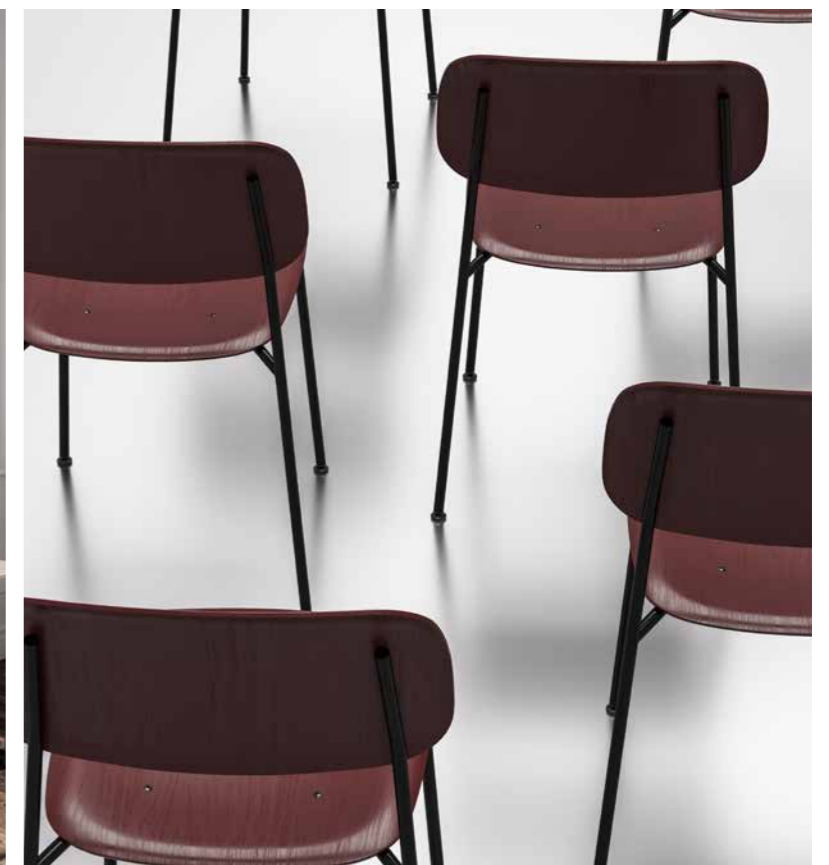




# NORDIC DARK ADD - ONS













# SETS FOR ALL TYPES OF WORKSPACES

NORNORM's offer is based on sets. These product sets cover all activities - or group of activities - essential to most offices, both when it comes to open space offices and closed work space environments.

The sets have been developed to correspond to the highest demands on functionality, but also on aesthetics. Combining these two criteria, NORNORM uses its office design expertise to tailor make a unique solution for each customer.

Offering sets, instead of single pieces, also leads to a number of other advantages, including more effective transportation, less packaging and higher cost-effectiveness - better for both the planet and for businesses.





## WORKSTATIONS

ONE SET INCLUDES  
1 adjustable desk  
1 desk screen  
1 office chair  
1 desk lamp



## MEETING & COLLABORATION

ONE SET INCLUDES  
Table and chairs. The amount of chairs depend on the size of the table.  
2-3 pendant lamps.



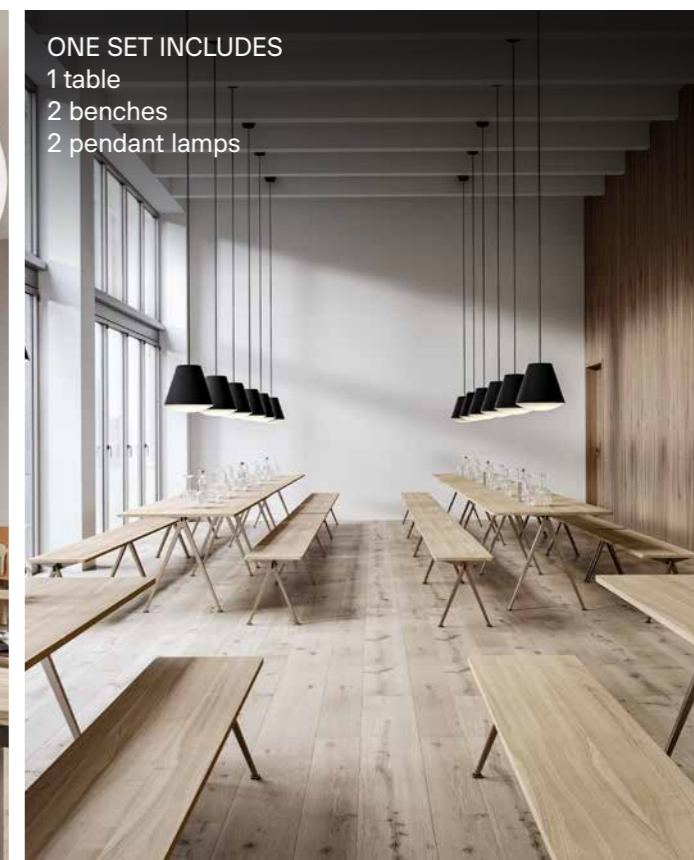
## STORAGE

ONE SET INCLUDES  
Storage cabinets



## CAFÉ & CANTEEN

ONE SET INCLUDES  
1 table  
2 benches  
2 pendant lamps



## LOUNGE

ONE SET INCLUDES  
Depending on set  
Sofa or/and armchairs  
Coffee tables or/and  
Side table  
A rug





# WORK SPACE PLANNING





## WHAT MAKES THE PERFECT OFFICE?

A workspace should be an active, dynamic place. To support capacity and create a positive experience for people at work, the layout of a workspace needs to enable everyone to move around comfortably and conveniently between the different areas and functions, alone or in groups, throughout the day. That's why it's so important to carefully consider how circulation within the workspace should work in beforehand to avoid bottlenecks and other disturbances.

Before starting to plan, it's vital to consider the acoustics requirements and needs within each workspace, depending on activity, as noise – from copy machines, heavy traffic, etc – can have a negative impact on concentration and productivity.

An important starting point is to identify the main entrance location, which is key to managing traffic and creating flows. You must also be able to ensure clear access to emergency exits.

One of the basic rules when you start planning the layout is to ensure that all flows within the workspace are designed for high efficiency. Primary flows (which become main aisles) are the main pathways leading to and from entrances, elevators, stairs and emergency exits. Working next to a primary flow can be distracting, noisy and less private. But workspaces placed alongside a primary flow can also be easier to get to and visit. You must simply find a balance that suits the environment.

When creating the main aisles, keep in mind that people tend to walk faster in wider aisles, whereas narrow aisles that cause people to touch each other can make people feel uncomfortable. Secondary flows (which become side aisles) are the ways into the workspaces. Here you should

balance a degree of quiet and privacy with the ability for people to pass without feeling they are intruding on whatever is going on. When you have progressed further with the layout planning, you will also need to consider tertiary flows. These are the ways that will allow people to move around easily within a particular workspace.

Once you start arranging furniture, you must consider how people would typically move around in the space - for example, from the workstation to the cafe, or from the lockers to the desks. If you have a multi-storied workspace, you must also take the vertical circulation (staircases, elevators, etc.), into account, i.e. how people would move up and down. These spaces can be great for spontaneous encounters.

In addition, when planning a workspace, you must always check local regulations for the disabled, ensuring wheelchair accessibility.

There are always so called hot-spots in a workspace, created by the pre-existing architectural elements, the layout developed or the convergence of traffic in the space. If used smartly, they will contribute to creating a more inspiring and comfortable working environment.





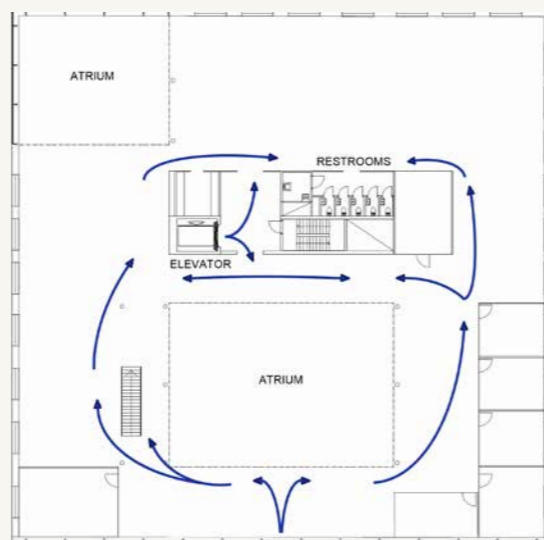
## THE ROOM THINKING METHOD

After a client has submitted a floor plan to NORNORM, a well-structured process begins that will result in the optimal solution based on the prerequisites of the client.

When creating layouts in large spaces, the room thinking method (described below) helps us to create a well-functioning space. Before starting, we consider the basic prerequisites of the space, including natural light, pre-existing architectural elements, shapes and flows. The atmosphere and feeling of the space are important for the final results.

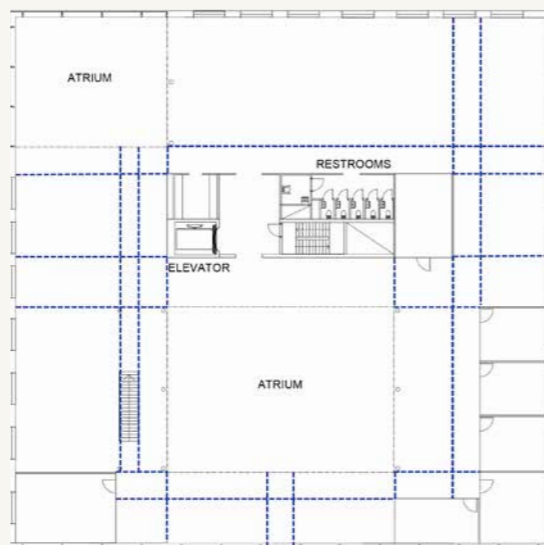
### STEP 1: IDENTIFY THE PRIMARY FLOWS

The starting point is to identify pre-existing architectural elements in the space, such as main entrance, other entrances/exits, staircases, elevators, walls, pillars, doors and possible emergency exits. We also identify the main pathways that could naturally result from these architectural elements and where most heavy traffic is expected.



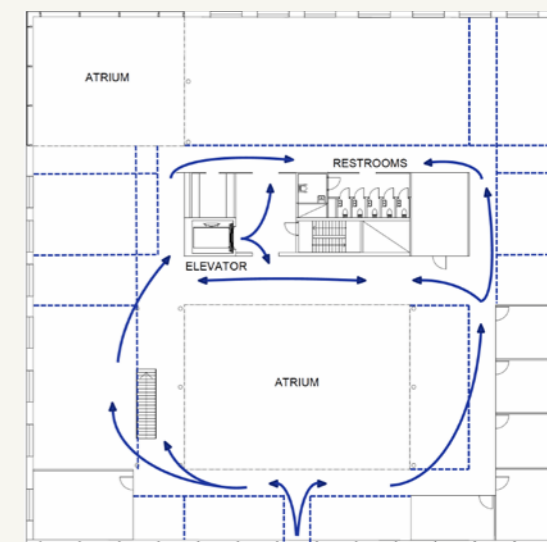
### STEP 2: DRAW CONSTRUCTION LINES

Drawing construction lines based on the pre-existing architectural elements helps to identify possible “rooms within rooms”. These lines will form a grid, which will be used in the next step. The primary flows identified in STEP 1 must be kept in mind.



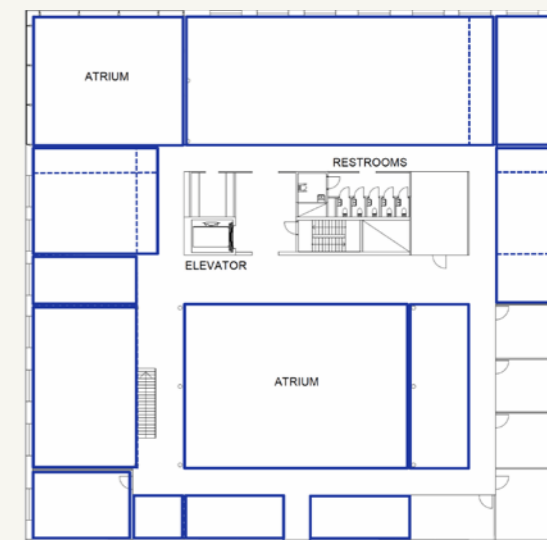
### STEP 2: B ADJUST CONSTRUCTION LINES

In the grid, the primary flows are incorporated – and, if necessary, the construction lines adjusted.



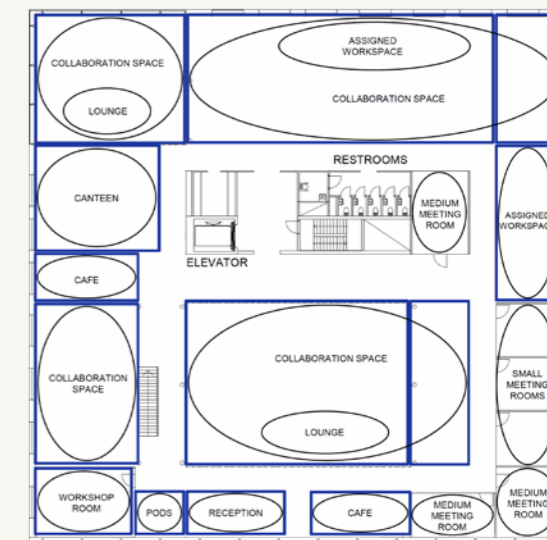
### STEP 3: CREATE THE ROOMS

The construction lines form a base for creating the main rooms. They help to manage the space within the individual rooms and figure out the location of the different types of workspaces.



### STEP 4: DEFINE THE WORKSPACES

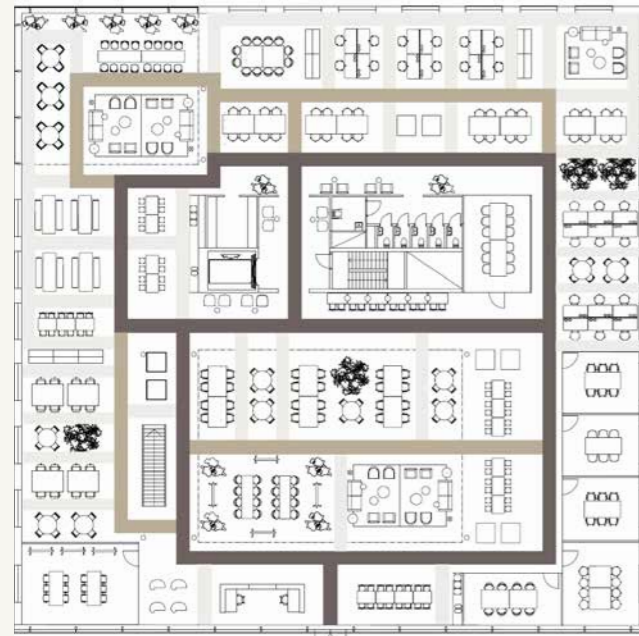
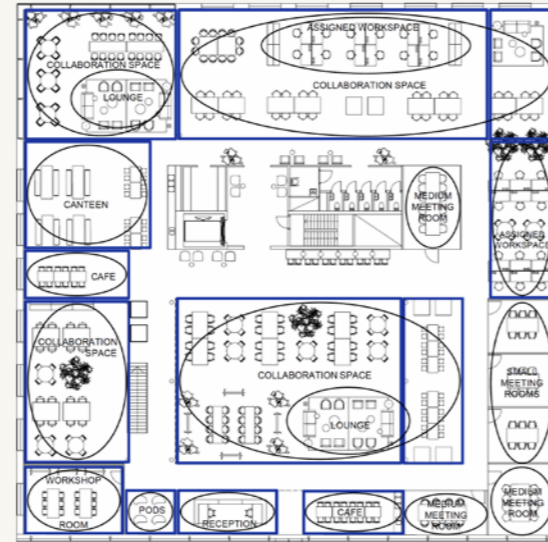
The time has come to start getting more specific based on the facts of the brief. Depending on the location, size and shape of the rooms, “bubbles” are used to define the different workspaces, i.e. assigned workspace, collaboration space, lounge, etc. After this, their placement should be reflected on; do they make sense according to the rooms created? Can they be placed in a better location?





STEP 5:  
START ARRANGING THE FURNITURE

The next step is to start filling the rooms with NORNORM's product sets, according to the purpose and function of each workspace.



STEP 5a:  
SECURE FLOWS AND CIRCULATION

It's time to begin thinking about secondary and tertiary flows within each workspace, to make moving around as easy and natural as possible. Enough space must be left between desks/tables that are back to back, and wheelchair accessibility must be planned for.



STEP 5b:  
INCORPORATE POSSIBLE ADD ON STYLES

This is the right time to consider possible and add on styles.

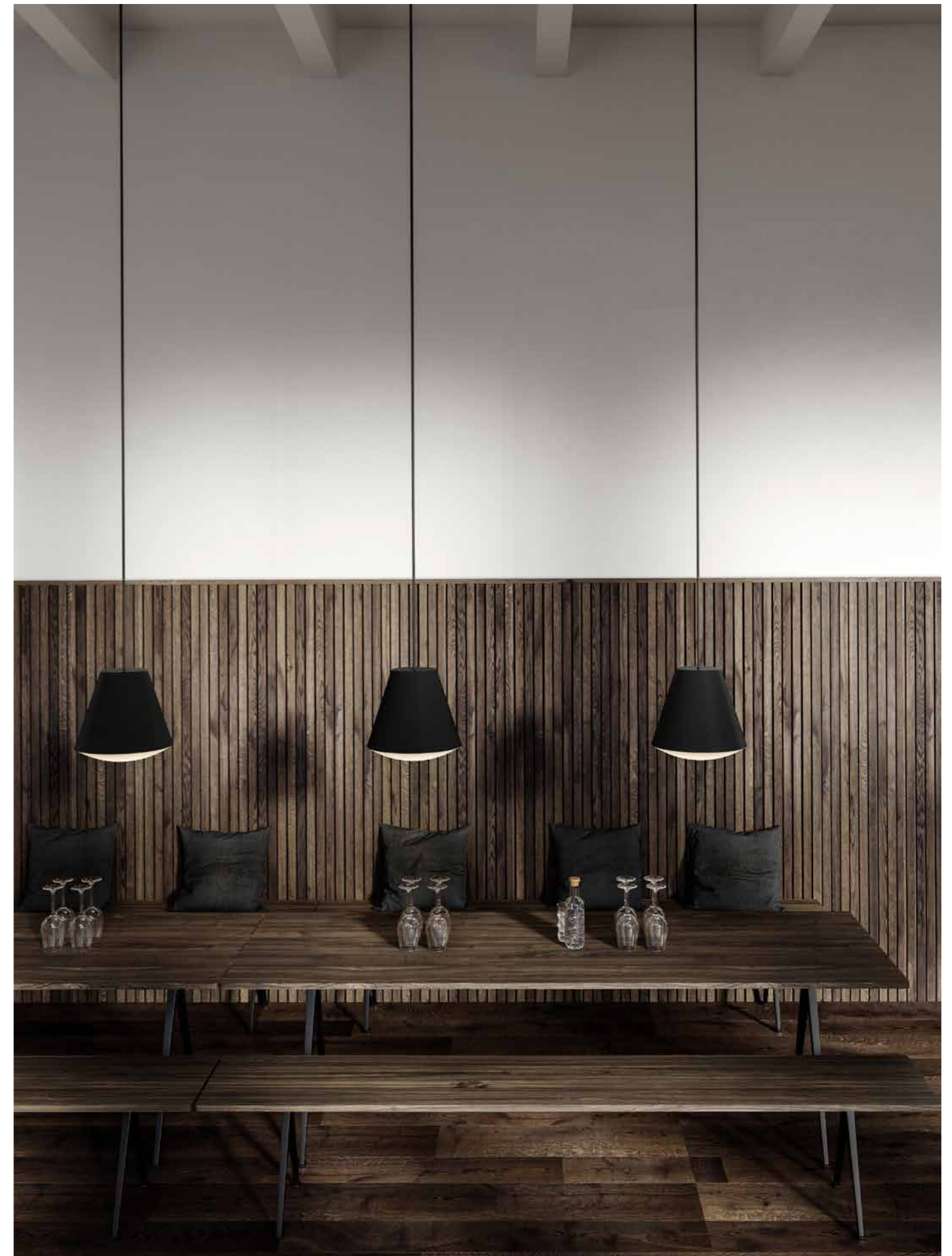
ET VOILÀ...

The planning of the workspace is now complete and ready to be presented to the client.





# TYPES OF WORKSPACES





## SOLO SPACES

The rise of open office design has brought with it a backdrop of constant noise and visual distraction, making it increasingly difficult to achieve a state of flow. NORNORM offers areas for quiet, uninterrupted and more productive work.

### ASSIGNED WORKSPACE:

A dedicated workstation for individuals; usually an individual desk equipped with table screen that gives a certain amount of privacy and facilitates concentration.

### PRIVATE OFFICE:

A closed workspace for one or a few co-workers, suitable for confidential activities or those requiring a high degree of concentration

### POD:

A stand-alone unit designed to create a sense of privacy and boost concentration.

### PHONE BOOTH:

A type of pod that you can walk into and which is suitable for a private phone or video call.

### FOCUS ROOM:

A small space intended for a limited number of people, offering privacy and a quiet atmosphere. privacy and quiet.





## COLLABORATION SPACES

Creative collaboration and idea generation still happens best in groups, so spaces for working together are vital. As working remotely becomes more popular, these kinds of shared spaces provide a compelling reason to come into the office.

### LOUNGE:

An open space, separated from the main workspace. This area is mostly designed with soft seating for people to relax or have informal meetings.

### SMALL MEETING ROOM

A closed meeting space for two to six persons, suitable for both formal and informal meetings.

### MEDIUM MEETING ROOM:

A closed meeting space for six to twelve persons, suitable for both formal and informal meetings.

### LARGE MEETING ROOM:

A closed meeting space for twelve persons and upwards, suitable for both formal and informal meetings.

### CONFERENCE ROOM:

A big space with a presentation screen and plenty of seating.

### BOARD ROOM:

A large room for formal meetings usually centred around one large table.

### WORKSHOP ROOM:

A space for creativity that encourages brainstorming, knowledge sharing and innovation between colleagues, clients, and communities to gather.





## SOCIAL SPACES

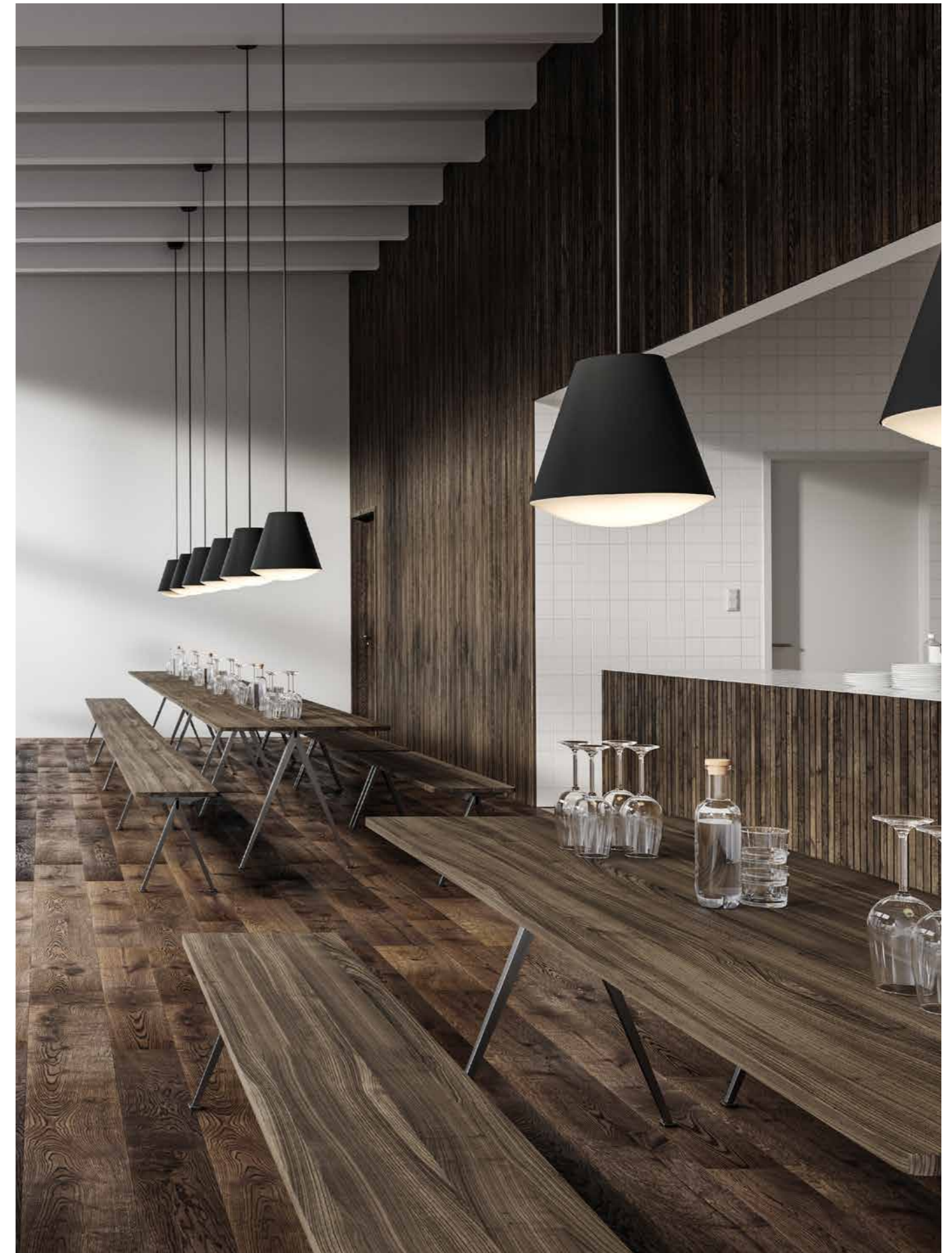
As workspaces slowly become community hubs, spaces for building relationships, decompressing and feeling “at home” are becoming ever more important. Coffee machines, cafés, canteens and shared seating are becoming a key part of today’s working environments.

### CAFÉ:

Not only a place for people to take a coffee break during the day, the café is also an informal space that connects people to their work and their organization, as well as being a place for relaxation and socializing.

### CANTEEN:

Not only a place for people to refuel during their lunch break, it is also a hub of social activity, casual communication, impromptu meetings and a vital space for relaxation.





## FACILITATION SPACES

The best workspaces for people in the modern world are not only social and beautiful, they have to be functional. Our role at NORNORM is to populate your work with spaces that facilitate simplicity, organisation and assistance, all while looking perfectly natural in their surroundings.

### RECEPTION:

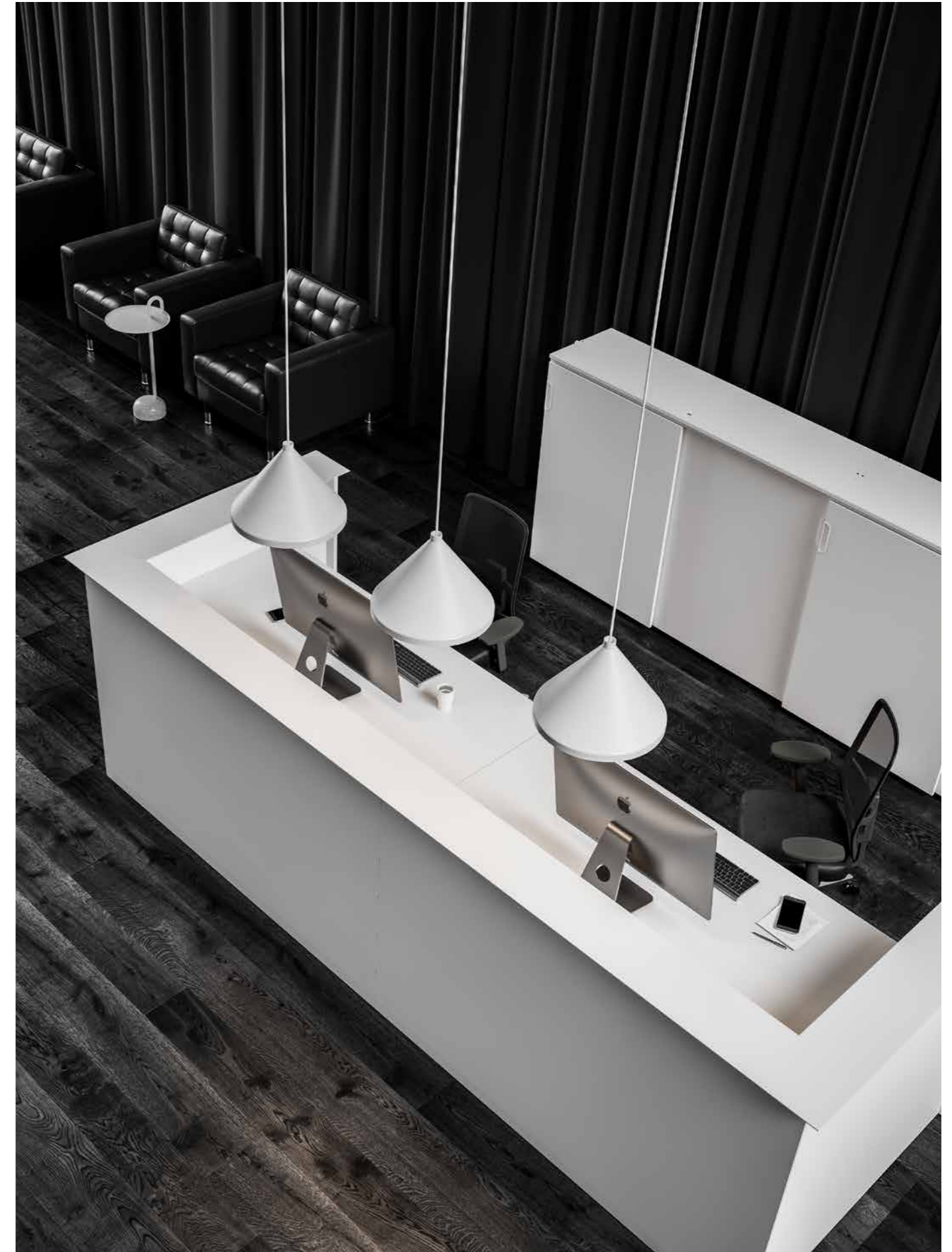
An area separated from the main workspace where visitors are greeted and wait to be collected by their hosts.

### PRINT AND COPY:

An open or closed support space with facilities for printing, scanning and copying.

### CLOAKROOM AND LOCKERS:

An open or semi-open support space designed for staff to store their personal belongings.





# NOR NORM

FULL CIRCLE  
WORKSPACE  
SUBSCRIPTION