

FROST

# DESIGN AWARDS 2008-2013

## RADA



reddot design award  
winner 2013

## LULU HOOKS



reddot design award  
winner 2010



iF  
product  
design  
award  
2011



GOOD  
DESIGN

## WISHBONE TABLE



reddot design award  
winner 2010



GOOD  
DESIGN

## CAMOUFLAGE



reddot design award  
winner 2008



iF  
product  
design  
award  
2009



GOOD  
DESIGN

## DOOR STOP

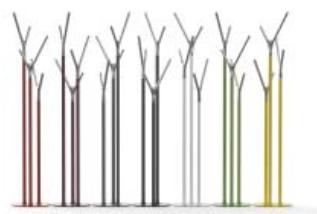


reddot design award  
winner 2009



GOOD  
DESIGN

## WISHBONE HALL STAND



reddot design award  
winner 2008



iF  
product  
design  
award  
2009



GOOD  
DESIGN



[www.frostdesign.dk](http://www.frostdesign.dk)

ALL DESIGNS BY  
**busk + hertzog**

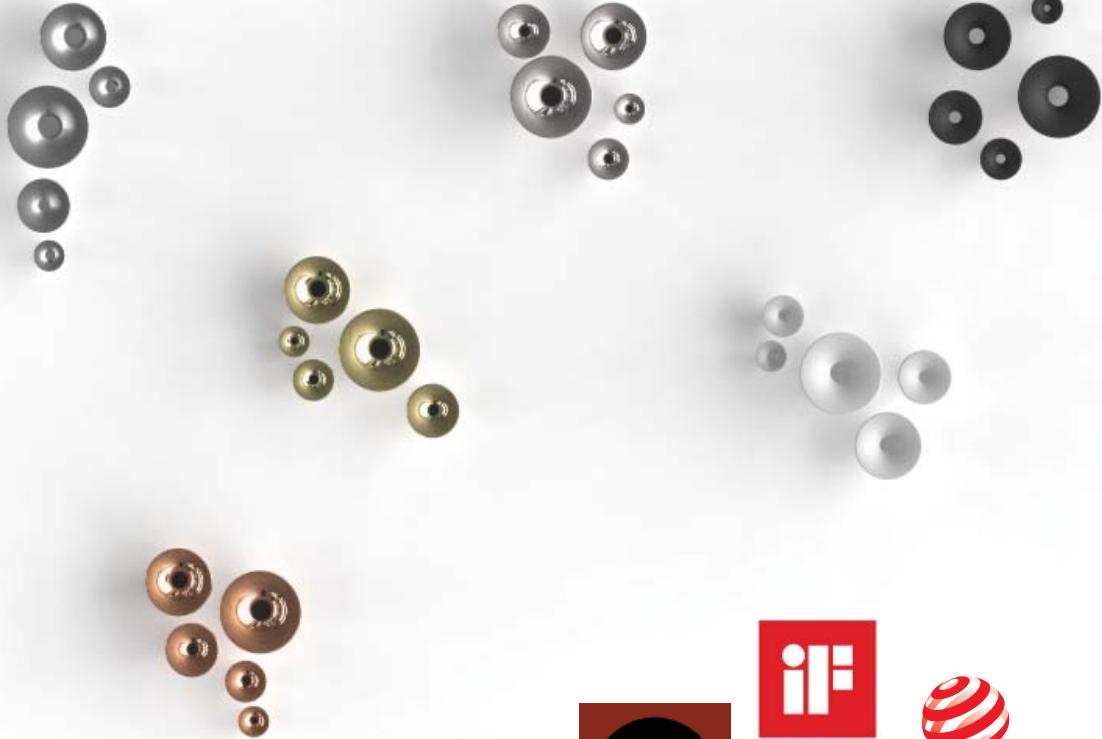
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# RADA



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# LULU



Inspired by an open flower Lulu comes to full blossom on your wall. Lulu is a coat hook/rack on which hangers, jackets, umbrellas bags, scarves etc. can be placed decoratively and practically. Lulu comes in 5 different sizes/depths and can be used as a "flower" bouquet on the wall....the combination and the lay-out is entirely up to each individual end-user and his/her creativity, resulting in every installation being entirely different. Or it can be used more traditionally as single items. Lulu has a finish in soft-touch lacquer, which gives a soft matte feel to the product, just like the velvet feeling from a flower leaf. The shape of Lulu is welcoming, warm and positive and is therefore perfect for the wardrobe, the hallway or even your living room.

Aus einer offenen Blüte kommt die Inspiration und Lulu Produkt kommt zu voller Blüte an der Wand. Lulu ist ein Kleiderhaken auf dem Kleiderbügel, Jacken, Schirme, Taschen, Schals, etc. dekorativ und praktisch gelegt werden kann. Lulu kommt in 5 verschiedenen Größen / Tiefen und kann als einen "Blumen Strauß" an der Wand verwendet werden.... die Kombination und das Lay-out ist liegt völlig bei jedem einzelnen End-Benutzer und seine Kreativität, dadurch wird jedem Installation unterschiedlich. Oder es kann mehr traditionell als Einzelstück verwendet werden. Lulu hat eine Oberfläche in Soft-Touch-Lacke, der eine weiche matt Gefühl zu dem Produkt bringt, genau wie die Samtgefühl von einer Blume Blatt. Die Form der Lulu ist gemütlich, warm und positiv und ist deshalb ideal für die Garderobe, Flur oder sogar in Ihrem Wohnzimmer.



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# WISHBONE TABLE



The Wishbone table is both very charismatic and modern in its appearance. The construction is in a combination of steel and aluminium with a lacquer finish available in 4 colours: Lime green, white, red and black. A tree trunk with branches acted as inspiration for the bar on which the tabletop in lacquered aluminium is resting. The asymmetric placement of the bar not only add dynamic to the strong visual appearance of the table, but also give the table the extra functionality. Hereby it is possible to have the tabletop placed over the seat, making it perfect for your laptop or for enjoying a cop of coffee. The table is available in two heights.

Der Wishbone Beistelltisch, ist sowohl sehr charismatischen als modern in ihrer Erscheinung. Die Konstruktion ist in einer Kombination aus Stahl und Aluminium mit einer Lackierung in 4 möglichen Farben: Hellgrün, Weiß, Rot und Schwarz. Ein Baumstamm mit Ästen diente als Inspiration für die Säule, an dem die Tischplatte aus lackiertem Aluminium montiert ist. Die asymmetrische Platzierung der Säule verstärkt nicht nur die starke visuelle Erscheinungsbild der Tische, sondern gibt auch den Tisch zusätzlichen Funktionalität. Hiermit ist es nämlich möglich, die Tischplatte über den Sitz zu haben, so dass die Tischplatte perfekt positioniert ist für Ihren Laptop oder für den Genuss einer Tasse Kaffee. Die Tische ist in zwei Höhe lieferbar.



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# DOOR STOPS



reddot design award  
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The new A5001/A5002 doorstops are as timeless as versatile in its design. The doorstops can be fixed either on the floor or on the wall, and can be oriented in any desirable direction. With its minimalist design and the combination of stainless steel in either brushed or chrome finish the A5001/A5002 add design and visual quality to a product category, that normally is an unattractive part of the interior of a building or room.

Die neuen A5001/A5002 Türstopper sind sowohl zeitlos wie vielseitig in seiner Gestaltung. Der Türstopper kann entweder auf dem Boden oder an der Wand montiert werden, und die lassen sich in jedem wünschenswerter Richtung orientieren. Mit ihr minimalistisches Design und die Kombination von Edelstahl in entweder verchromt oder gebürstet, fügen die A5001/A5002 Design und visuelle Qualität auf eine Produktkategorie, der in der Regel einen unattraktiver Teil der Innenausstattung des Gebäudes oder des Raumes ist.



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# WISHBONE



This coat stand is both charismatic and poetic in its appearance. The purist replication of a tree trunk with branches acted as inspiration for this design idea. Wishbone is versatile and usable in both private and public spaces, entrance areas or sleeping rooms. Aside from the well thoughtout functionality, another crucial factor with regard to colour combination and material quality was that Wishbone was supposed to create additional optical incentives in modern spaces. In the upper part of the stand, the material combination strives for a cool impression in steel and stainless steel look while the podium and the bars are made of powder-coated steel in black, white, red, lime green, yellow, plum and brushed stainless steel.

Dieser Kleiderständer zeigt sich zugleich charismatisch und poetisch in seiner Erscheinung. Die puristische Nachbildung eines Baumstamms samt Ästen stand Pate bei dieser Gestaltungsidee. Wishbone ist im privaten wie auch in öffentlichen Bereichen einsetzbar, wobei sich die Nutzung im Atrium, Büro, Eingangsbereich oder Schlafzimmer besonders anbietet.

Neben der durchdachten Funktionalität war hinsichtlich der Farbkombination und der Materialqualität auch entscheidend, dass Wishbone vor allem optisch zusätzliche Anreize in modernen Räumen schaffen soll. Die Materialkombination strebt dabei im oberen Bereich eine kühle Anmutung im Stahl- und Edelstahllook an, während das Podium und die Reling aus pulverbeschichtetem Stahl in Schwarz, Weiss, Rot, Limegrün, Gelb, Pflaume und Edelstahl Finish bestehen.



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# CAMOUFLAGE



With the Camouflage coat rack, a sort of wall sculpture has been developed that encourages the consumers' own creativity. As wall-mounted hanging system, Camouflage can be flexibly used; according to demands and available space, the most diverse usage possibilities ensue for this three-dimensional wall decoration. As wardrobe in particular, the system offers ample storage space for coats, umbrellas, scarves and bags. Aside from its multifunctionality, the plainness of this design idea stands out positively.

Camouflage consists of power-coated steel; the single elements are available in the colours anthracite, black, white, olive green, lime green, yellow, plum and brushed and polished stainless steel. The racks can be mounted in 35, 50 or 65 mm distance from the wall.

Mit Camouflage wurde eine Art Wandskulptur entwickelt, welche die Kunden dazu ermutigt, bei der Anbringung die eigene Kreativität einzusetzen. Als wandmontiertes Aufhängesystem kann Camouflage flexibel eingesetzt werden, je nach Bedarf und Raumsituation ergeben sich dadurch die unterschiedlichsten Nutzungsmöglichkeiten für diese dreidimensionale Wanddekoration. Insbesondere als Garderobe bietet das System viel Platz für die Unterbringung von Mänteln, Jacken, Regenschirmen, Tüchern und Taschen.

Neben der vielseitigen Funktionalität sticht vor allem die Schlichtheit der Gestaltungsidee positiv hervor. Camouflage besteht aus pulverbeschichtetem Stahl, wobei die einzelnen Elemente in den Farben Antrazit, Schwarz, Weiss, Olivengrün, Limegrün, Gelb, Pflaume und Edelstahl poliert, Edelstahl gebürstet und Gebürstet zur Auswahl stehen. Das Montageset lässt sich wahlweise in Wandabständen von 35, 50 oder 65 mm befestigen.



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# BUSK + HERTZOG



"Behind every product lies a story. Sometimes it's obvious and can be read in the visual appearance of the product, and sometimes it is subtle and to be found in the detail. But the story is always there"

Flemming Busk and Stephan Hertzog established their successful studio in Denmark in 2000. Today, their recognition goes far beyond Scandinavian borders.

Their studio has won more than 35 of the most prestigious international design awards, including Red Dot Awards, IF Awards and Good Design Awards, making them the most award-winning Danish designers of their generation. Several of their designs are part of permanent exhibitions at design museums around the world. busk+hertzog's design characteristics are sculptural, clean lines and a simple expression with minimal embellishment. Any decoration usually serves a function or is integral to the furniture. They often get their inspiration from shapes and lines found in nature.

When Flemming Busk and Stephan Hertzog established their design studio, it was with a very clear vision of being not only innovative and professional but also with the aim of launching a new generation of Danish Designers.

Their successful revitalizing of a Danish Design industry that was mainly based on designs from the 1950's was recognized in 2008 by the Danish furniture industry who awarded them with their oldest and finest distinction – The Industry's Furniture Award. This was previously given to, among others, Arne Jacobsen, Poul Kjærholm, Verner Panton and Jørn Utzon.

Their products have been used in some of the world's most prestigious building projects - perhaps not surprising given that Stephan B. Hertzog and Flemming Busk always have had an emphasis on their designs being global.

The design duo is now based in London.





reddot design award

## RED DOT

With more than 11,000 submissions from 61 countries, the international "red dot design award" is the largest and most renowned design competition in the world. The award is as a seal of quality; it stands for membership of the best in design and business.  
Read more at [www.red-dot.org](http://www.red-dot.org)



## IF

Ever since 1953 the name "iF" has stood for competent and reputable services involving the interface between design services and business. The iF seal of fine design quality has become an internationally recognized trademark, serving as a buyer guidance tool in the world's markets.  
Read more at [www.ifdesign.de](http://www.ifdesign.de)



DESIGNPREIS

NOMINEE

## DESIGNPREIS

The Design Award of the Federal Republic of Germany is the country's highest distinction in the field of design. It is known as the "Prize of Prizes". A company can only enter the competition for the Design Award if its product has already been awarded a national or international design prize.  
Read more at [www.designpreis.de](http://www.designpreis.de)



## GOOD DESIGN

In its 59th year, Good Design is the oldest and the most prestigious Global Awards for new product design organized worldwide. Founded in Chicago in 1950 by architects Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann, Jr., GOOD DESIGN bestows international recognition upon the world's most prominent designers and manufacturers.  
Read more at [www.chi-athenaeum.org/gdesign/index.html](http://www.chi-athenaeum.org/gdesign/index.html)



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