

PINCH by MOEBE

- Introducing Colours

The Moebe universe has since the very beginning been characterized by natural materials, clever constructions and an unmatched esthetic simplicity. Now time has come to introduce colours. First product in line to get a bit of colour is the popular PINCH by MOEBE.

During the upcoming season Moebe will be introducing some of their most popular designs in new colors. The first design to be introduced in colour is PINCH by MOEBE.

Initially introduced in untreated oak, the small clip is now also available in two new shades: a burgundy red and a dark grey.

"Our color-universe has always been very subtle and based on natural materials. With our new colours we want to expand this part of the Moebe universe. Colours is a very emotional and personal thing to us - so there is really no reason not to add this dimension to our designs also".

PINCH by MOEBE lets you hold on to the small precious things in life. Maybe you saved your ticket from last weekend's concert, a small flower or that little photo of ones you love. PINCH let's you hold on to these small things - either standing on your desk or hung on the wall.

PINCH consists of two pieces of solid oak and a single rubber band. When the time comes - and eventually it will - put on a new rubber band. Just snatch the one from your lunch box.

The design features an extra hole to let you hang it with a pin on the wall.



About Moebe

MOEBE is a scandinavian design brand based in Copenhagen, consisting of cabinetmaker Anders Thams and architects Nicholas Oldroyd and Martin D. Christensen.

At MOEBE, we believe that constructional values and aesthetic values go hand in hand. Our products are designed based on 'clean' constructions, where the parts are assembled without glueing, welding or any other easy or hidden solutions. This way our designs often lean towards the banal, which require great precision and focus on details. A MOEBE design can therefore always be recognised on its minimalistic and clean aesthetic expression and on the surprisingly simple construction.

Dimensions

(H x L x W) 96 x 40 x 37 mm

Colours

Burgundy red
Dark grey

Material

Painted ash wood
Rubber band

Contact

MOEBE
Ida Feltendahl Frimer
Ida@moebe.dk
+45 53676886

Press site

www.moebe.dk/image-bank-and-press-releases