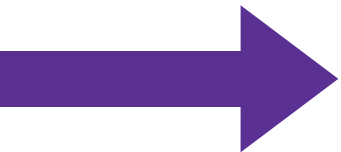


EXTRANORM

press pack
september 2018





EXTRANORM and his new cuisine

Everything is nicely spicy and juicy, a mix of reason and eccentricity, of pure forms and refined materials.

Our starters include a sleepwalking vase, our main course an outlandish canapé, our dessert an impertinent candy box.

All our livestock is born in France, where it has been raised and fed in the free-range.

The cook is Patrick Knoch. He only uses fresh and high-quality ingredients. Prepared with homemade pickles he serves us a meal which is both rich and light.

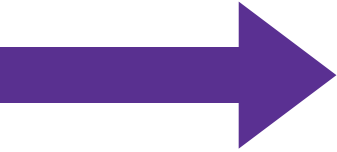


EXTRANORM under the microscope

Our brand name EXTRANORM is a promise : to move beyond the standards, to convert ordinary things into extraordinary things.

EXTRANORM creates a dialogue between reality and imagination, matter and spirit, convictions and doubts, rigour and generosity, past and present. Current objects become surprising.

Patrick Knoch, founder of EXTRANORM and its principal designer :
«an object should offer us evocations in order to be appealing. Have a look at our fruit bowl Fétichiste which reminds us the cow's udder or a strange helmet. The evocations are various and enrich the object which goes beyond its primary fonction. A little getaway, a bit of folly...»



EXTRANORM and his logo

The logo of EXTRANORM : an arrow, indicating the common sense or the nonsense, the visible sense or the hidden sense.

The arrow is a path, a messenger, an invitation, an encounter, a present. That is also true for all for our objects.

Our collection goes through time without losing anything of it's freshness and will take place in your interior, permanently and delicately.

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