

Hoop

Coat Rack



Designed by MSDS Studio for Normann Copenhagen

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Soft Shapes and Sharp Function

Canadian MSDS Studio is behind Hoop, a multifunctional coat rack in a soft and concise design composed of oval shapes. With pegs shaped as hoops rather than hooks, the coat rack's hollow spaces offer an additional place to hang accessories.

"We wanted to make a coat rack that was functional, but without the typical jagged parts. We have given Hoop a softer shape, which is more fun and inviting than the somewhat tool-like appearance of traditional coat racks," explains MSDS Studio.

The design is built around capsule shapes in a formal symmetry between the back piece's rounded form and the hollow silhouette of the vertical hangers. The delicate hoops are made from metal, combining a thin profile with a strong hold, while the wooden component adds depth and texture to the design.

The Hoop coat rack can be incorporated into different parts of the home: use it for outerwear in the hallway, where the hoops can be used to hang items such as scarves, umbrellas and hangers, or in the bedroom, children's room or kitchen, where the multifunctional nature of the hoops will serve as a fun and useful feature.



Press Release Hoop



Hoop Coat Rack
White



Hoop Coat Rack
Black

Color: White, Black

Material: Ash, Steel

Dimension: H: 10,5 x L: 81,5 x D: 5,3 cm

Price: Click [here](#) to see the pricelist in all currencies

Normann Copenhagen was established in 1999 with the mission to challenge conventional thinking and make the ordinary extraordinary through great design.

The Normann Copenhagen brand encompasses a wide and continuously growing range of furniture, lighting, textiles and home accessories targeting both professionals and private consumers.

Press Inquiries

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