

# HOUE

**CONTACT**

For more information and photos in high resolution please contact:  
Jette Andersen / [jea@houe.com](mailto:jea@houe.com)

**HOUE**

Rodelundvej 4A · Ry · Denmark

**DISCOVER**

The world of HOUE: [houe.com](http://houe.com)



# HOUE

## DANISH DESIGN AFFORDABLE HIGH-QUALITY

### HOUE //

HOUE is a Danish design house founded in 2007. We combine great comfort and design in our work. Therefore, we always put a lot of effort into our product development striving to meet a high standard.

HOUE aims to bring the experience of design and affordable high-quality furniture by choosing the right materials and solutions. We draw from a proud heritage of Scandinavian craftsmanship and design with mass appeal.

HOUE furniture are manufactured only in well-established factories with whom we have worked closely for several years. HOUE offers both an outdoor and indoor collection and always meets high standards in terms of responsibility, design, price, and quality.

At HOUE we want to ensure the right steps are taken in creating responsible furniture, considering both social and environmental impact. With this in mind, we aim to make recycled materials a part of our furniture development, and our outdoor and indoor contains furniture in recycled household plastic waste.

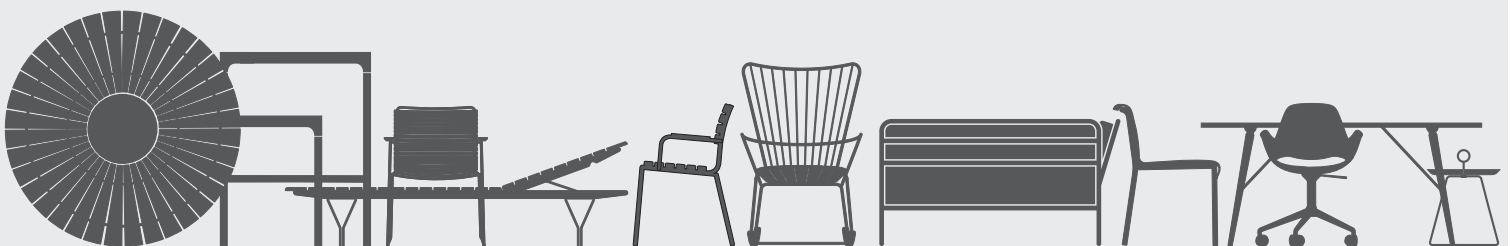
### HOUE OUTDOOR //

Combinations of powder coated steel or aluminium, beautiful bamboo, thermo ash, pine, nice fabrics, raw granite and different versions of colourful plastic lamellas create a collection of Danish designed outdoor furniture.

All HOUE outdoor dining tables complement all HOUE outdoor dining chairs perfectly. The collections can be mixed in many different ways.

### DESIGN //

HOUE furniture is designed by the designers: Henrik Pedersen, Roe Magdassi, Thomas Pedersen and Hans Thyge & Co.



# HOUE

## CLICK A WORLD OF OPPORTUNITIES

### NEW! CLICK MUTED WHITE

CLICK is our bestselling outdoor collection consisting of Dining chairs, Sunbeds, Rocking chair, Lounge chair, Position chair and a Footrest. CLICK is made in intelligent designed plastic lamellas combined with powder coated grey steel and parts in bamboo. The components of the lamella are carefully composed to give the lamellas exactly the right strength and resilience.

The CLICK concept provides excellent cushion free comfort, and the flexibility to change colors according to individual tastes. The 14 colors can either be used separately or mixed in a wealth of combinations to make a new refreshing look. The plastic lamellas can be changed as often as you like, simply by clicking on and off the lamellas.

CLICK is designed by Henrik Pedersen.



# HOUE

## AVANTI THE INFINITY DINING TABLE

Welcome to AVANTI

Design, function and affordability comes together in one product that is setting new standards.

AVANTI, meaning forward, and that's exactly what this collection is all about. The ability to be flexible and to extend the table to the exact length you need for an unlimited number of guests.

A distinctive but minimalistic look allows for matching with any chair, but also being mixed with the matching AVANTI Bench.

The modular nature of the AVANTI table enabling the combination of leg set with 3 distinct lengths of side frames.

The angled legs at the corners offer free placement and full usability of the tabletop surface, simply making the most of your space.

This versatility allows for the creation of an intimate café setting for 4 persons or extended seating options for 6 or 8 persons or even more. For any of the three sizes you have the option to combine them with a center leg for extension, providing the opportunity to extend it indefinitely. Tabletops in either thermo ash or pine (FSC® – FSC C153404) completes the modular design, simply by adding the number of tabletops that fits the desired size of your table.

Designed by Henrik Pedersen



# HOUE

## FROM TRASH TO TREASURE

HOUE stopped looking at trash as a problem and started seeing it as the resource it is. Therefore we created furniture made of recycled everyday household plastic.

To most of us it makes sense to act responsible when it comes to taking care of our environment. When we sort our waste, we also do have an expectation that our waste, are getting recycled when possible – but we also know, that we can all do better.

### **ReCLIPS, FALK & NAMI PLASTIC MADE IN DENMARK**

In co-operation with some of the leading companies, within plastic re-cycling, HOUE made it possible to let plastic waste from Danish households be a part of a circular lifespan by recycling the plastic waste into design furniture.

The technology behind re-using household plastic waste for furniture production is developed in Denmark, the chairs and table are designed by Danish designers and the plastic elements are produced in Denmark.

This is the "MyTRASH by HOUE" and the collections are a result of mixing Danish design and Danish innovation and converting this new thinking and material into new design furniture. The collections are: ReCLIPS, FALK and NAMI.

By using household plastic waste instead of virgin – or recycled industrial plastic, it is not only the recycling of plastic and the use of waste that is beneficial – there are also significant savings on the amount of energy used in production.

Sustainability and responsibility goes hand in hand. All parts are created with an environmental mindset, using natural materials from responsible sources.

NAMI and FALK chairs are EU Ecolabeled.

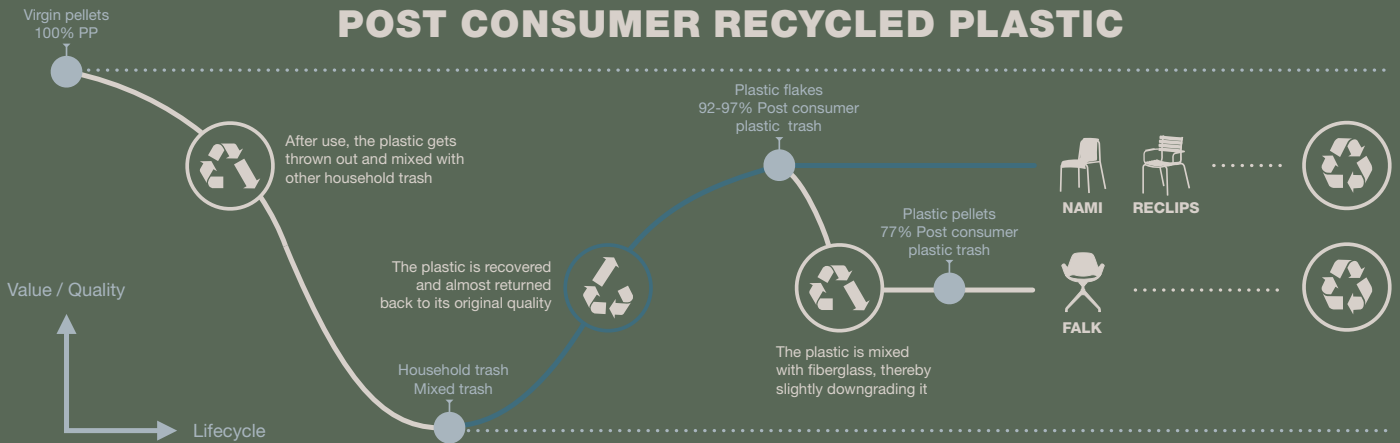


# HOUE

## BE PART OF OUR VISION!



### POST CONSUMER RECYCLED PLASTIC



# HOUE

MyTrash

## NAMI

The NAMI Collection contains 3 chairs: NAMI Dining chair, NAMI Dining chair with armrest and NAMI Lounge chair.

The elegant curve in the chair shell leads the mind to a wave that washes over the beach. NAMI means wave and emphasizes the organic expression found in this elegant garden chair. The design is based on the forces and lines of nature and finds its natural place outdoors in wind and weather.

The NAMI chairs consist of a powder coated steel frame with a beautifully molded plastic shell. The shell is made in Denmark of 97% Danish household plastic trash added 3% color pigment and the chair is produced in Denmark.

Available mono-colors (shell/frame):  
Black, dark grey and olive green

Designed by Hans Thyge & Co.

### NAMI IS MADE OF

Shell:  
97% Household plastic trash  
+ 3% color pigments  
and UV protection

Frame:  
Powder coated steel



# HOUE

MyTrash

## RECLIPS

**NEW** ReCLIPS Counter chair is the perfect chair for hanging out at a high table or bar. It has the same cushion-free comfort as the rest of the ReCLIPS collection. Available in black.

The lamellas are made of Danish household plastic trash and produced in Denmark.

The powder coated aluminum frame combined with the UV protected plastic lamellas, keep the maintenance to a minimum.

The technology behind re-using plastic household trash for furniture production is developed in Denmark. So, looking at ReCLIPS you are basically looking at the result of mixing Danish design and Danish innovation in applying new thinking and materials into a chair.

Designed by Henrik Pedersen.

### RECLIPS IS MADE OF

Lamellas:  
97% Household plastic trash  
+ 3% color pigments  
and UV protection

Frame:  
Powder coated aluminum





# HOUE

## LEVEL / LEVEL2 NEW FRAME COLOR

We are proud to introduce our LEVEL and LEVEL2 collections with a new frame color: Muted white.

Muted white gives the lounge modules a very light and clean look that blends into various surroundings - and complements the several textile colors available for the two collections.

The new softer cushion design of the back cushion for LEVEL2, creates a new addition to the existing collection LEVEL - and adds even more opportunities for lounging in comfort.

LEVEL and LEVEL 2 modules can be combined in many ways together with the bamboo tables and will naturally create a relaxed and comfortable atmosphere. The lightweight, powder coated aluminum frame in combination with the soft cushions, in water repellent fabric, gives both contrast and comfort.

Designed by Henrik Pedersen.



# HOUE

## AVON NEW FRAME COLOR

### **NEW AVON Muted white**

The AVON collection was designed from the desire to create a product with a very light appearance and a low sleek profile, while maintaining a high level of comfort. The maintenance free frame, and the construction of the big soft back cushions, is exactly that – the simplicity of the structure, where low lines secure, that the design always appears stylish, with and without cushions – summer or winter.

The AVON frame comes in the new muted white as well as the black.

AVON Collection consists of 5 modules – a 2-seater, a lounge chair and an ottoman with cushions in Sunbrella Heritage fabric and a lounge table frame, which can be used with or without the table top in thermo ash. The frame is made in powder coated steel.

The handle of the cushions, is a statement. It also adds to the function of the product, making them easy to grab and store if needed.

The cushions for AVON comes in twelve Sunbrella Heritage colors. The Sunbrella Heritage fabric contains 50% recycled Sunbrella acrylic, 47% Sunbrella acrylic and 3% polyester. Colorful fibre ends from the process of reusing the primary material may appear in the weave and vary the fabric colour from one batch to another. This creates a unique fabric with a natural look and vintage charm. The fabric is OEKO-TEX® certified, water-repellent, stain-proof and easy to maintain.

Designed by Henrik Pedersen.



# HOUE

## PAON

PAON is French for Peacock and this bird is the inspiration behind the design of the PAON chairs – take a look at the back and you will notice.

PAON is light Scandinavian in its design with a touch of French Victorian romance. All PAON chairs are blessed with a seating comfort you would not expect from a metal chair.

The PAON cushions let the backrest of the elegant design stand out, adding to the comfort.

The PAON cushions is available in Sunbrella Heritage fabric in three colors alpine, ash and char.

The Sunbrella Heritage fabric contains 50% recycled Sunbrella acrylic, 47% acrylic and 3% polyester. Colorful fibre ends from the process of reusing the primary material may appear in the weave and vary the fabric colour from one batch to another. This creates a unique fabric with a natural look and vintage charm. The fabric is OEKO-TEX® certified, water-repellent, stain-proof and easy to maintain.

Designed by Henrik Pedersen.



## FACES BEHIND HOUE DESIGNS



**DESIGNER //**  
**HENRIK PEDERSEN**

Does design really matter? Perhaps not – but for me it's essential. It gives me a thrill to design forms and functions that are capable of moving people passionately and opening up new possibilities.

Passion for design is in my mind, soul and heart, wherever I go.

And my main inspiration is neo-scandinavian design, influenced by the vibes of London and the humor of Amsterdam, often with elements of fusion, resulting in materials and functions being combined in new and original ways, while always striving for a pure and simple look.



**DESIGNER //**  
**HANS THYGE & CO.**

Hans Thyge & Co consists of passionate designers with bold ideas and a love for beautiful design. Together we work with a combination of a strong tradition and a drive to explore the unknown and innovative parts of design.

The design studio specializes in designing furniture, objects, and interiors. We juggle with everything from technical projects and lifestyle concepts to branding and communication and always with a strategic, sustainable, and commercial approach in mind. We have a long history of know-how and experience working with a variety of materials and production methods for clients worldwide.

We believe in combining brain and heart, function, and aesthetics, and that every design should tell a story; a product is so much more than the product itself, it is about creativity, vision, culture, company values, the past, the present and the future.



**DESIGNER //**  
**ROEE MAGDASSI**

I believe that design should be practical, striving for simplicity and be straightforward. I design products that are desirable, bringing fun. Products that make you smile.

In my designs I try to use as an inspiration a recognized shape, feature or a small gesture which most people are familiar with, simplify it to its core, process it and implement it in a new context.

The functional details enhance the concept in an interesting and expressive manner, and adds a unique character to the object, one that the consumer can recognize and relate to.



**DESIGNER //**  
**THOMAS PEDERSEN**

Thomas Pedersen's design displays typically Danish characteristics, with a clear emphasis on simplicity.

He combines classic organic lines with innovative ideas and details. Much of his fascination for furniture design comes from the fact that it is possible to build full-scale models of the concepts he has in his head.

He is firmly convinced that it is only by doing this that it is possible to test the qualities of his products with his own body, to assess their durability and thus make certain that the results live up to expectations.

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HOUE ApS  
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8680 Ry, Denmark  
info@houe.com  
T: +45 5378 0800  
www.houe.com

## OUTDOOR COLLECTION



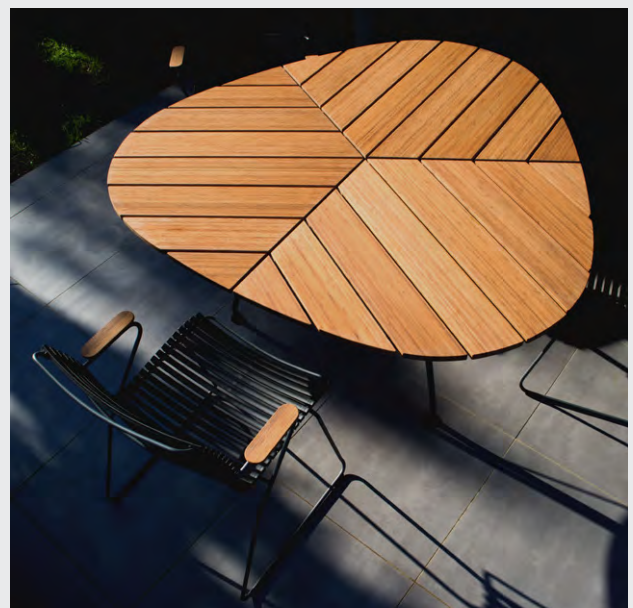
CLICK Sunlounger



CLICK Kids Rocking Chair



CLICK + FOUR



CLICK + LEAF

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## OUTDOOR COLLECTION



ReCLIPS + CIRCUM with aluminium table top



ReCLIPS



ReCLIPS and SKETCH



ReCLIPS Bar chair and FOUR Bar table

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## OUTDOOR COLLECTION



NAMI Armrest and CIRCLE Dining table



NAMI Lounge chair



NAMI Lounge chair and EYELET



NAMI Dining chair, armrest and CIRCUM Café table

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## OUTDOOR COLLECTION



PAON Rocking chair



PAON + CIRCUM



PAON + FOUR



PAON Bench



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## OUTDOOR COLLECTION



MOLO SUNBED



AVON



LEVEL



AVON

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info@houe.com  
T: +45 5378 0800  
www.houe.com

## OUTDOOR COLLECTION



MOLO SUNBED



LEVEL 2 COZY CORNER



LEVEL 2 CHAISelong



LEVEL 2

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