

MIMIC MIRROR

JANUARY 20
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by Normal Studio

MUUTO

MIMIC MIRROR



"Mimic Mirror grew from the idea of having a table mirror with a sculptural expression, making for a design that is both an object of decoration and use"

– Normal Studio

MATERIAL

Base in cement, mirror back injection molded ABS with soft coating, non-colored mirror.

COLOR

Midnight Blue, Nude, Grey

DIMENSIONS

W: 25,5 cm / H: 35 cm

PRICE

€ 135 / £ 125 / DKK 995 / SEK 1.295 /
NOK 1.249 / USD 169 / CAD 219

PRESS

Images, prices, product factsheets and designer biographies are available for download on our website: www.muuto.com/presskit

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MUUTO INTRODUCES ITS FIRST DESIGN BY FRENCH DESIGNER DUO NORMAL STUDIO: MIMIC MIRROR—A CONTEMPORARY TAKE ON THE TABLE MIRROR

The idea for Mimic Mirror was sparked by the ordinary plastic mirrors that Normal Studio's Jean-François Dingjian and Eloi Chafaï often saw in barber shops around Paris. The mirrors usually had a plastic pattern sculpted on their back, prompting the duo to translate this visual element into their own design language.

Mimic Mirror is designed with a base pillar, sculpted in cement, on which the mirror is positioned, encased in coated plastic. By juxtaposing materials, the design tinkers with contrasts by combining the heavy feel of cement with the soft touch of plastic, giving Mimic Mirror an at once sculptural yet friendly expression.

With reference to its name, Mimic Mirror applies repetitive elements throughout the design: the facets around the pillar base, the triangular pattern of the back and the mirrored glass reflecting what's in front of it. Thanks to its graphical expression and friendly design, where one can tip the mirror up and down according to preference, Mimic Mirror brings a characterful and modern touch to any room, even when not in use.

NORMAL STUDIO ON THE DESIGN

"Mimic Mirror came from the idea of creating a table mirror that had a sculptural character, giving the design a strong expression that would make it at once an object of decoration and use. The mirror is a study of repetitions, seen with the graphic, triangular pattern on its back along with the reflection of its front glass and sculpted facets of the base. We wanted for the design to exist in harmony with the space in which it is present while adding to the atmosphere of the room through its characteristic expression. Bringing a new perspective to the traditional table mirror, Mimic has a playful appearance while serving its intended function with a friendly ease."

ABOUT NORMAL STUDIO

Normal Studio is a Paris-based design studio, founded in 2006 by Jean-François Dingjian and Eloi Chafaï. In their work, the duo attempts to promote elementary design that goes beyond trends and fads to create objects that will have a longstanding lifespan through timeless expressions. Designs by Normal Studio are part of the permanent collection of Paris' Musée des Arts Décoratifs and featured in various contemporary art foundations throughout France.

ABOUT MUUTO

Muuto is rooted in the Scandinavian design tradition characterized by enduring aesthetics, functionality, craftsmanship and an honest expression. By expanding this heritage with forward-looking materials, techniques and bold creative thinking, our ambition is to deliver new perspectives on Scandinavian design.