

PRESS RELEASE

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ONE MIRROR, ENDLESS POSSIBILITIES

*PLEASE WAIT TO BE SEATED PRESENTS THE BEAK MIRROR -
A MULTIFUNCTIONAL MIRROR DESIGNED BY SØREN ROSE*

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PLEASE WAIT TO BE SEATED PRESENTS THE BEAK MIRROR – A MULTIFUNCTIONAL MIRROR DESIGNED BY SØREN ROSE.

Few interior elements possess the same transformative power as mirrors. They create the illusion of more space, enhance natural light, and add a decorative touch that can transform any room.

With the Beak Mirror, the possibilities are even greater. This mirror is a playful, sculptural detail – an eye-catching element that complements any decor. What truly sets the Beak Mirror apart is its versatility. It can function as a shelf and can be mounted both horizontally and vertically.

Mounted horizontally, the mirror improves light distribution and creates a sense of a larger space. When mounted vertically, it transforms into a practical shelf.

“The Beak collection is designed to give the user an extra dimension in their experience”, says Søren Rose, the designer, and adds:

“Whether placed in the entryway as a practical spot for keys, in the bathroom to keep essentials within reach, or as a display shelf for cherished belongings, the Beak Mirror brings versatility, charm, and a personal touch to your walls”.

The Beak Mirror gets its name from the frame’s design, which mimics the sharp and distinctive profiles of bird beaks.

“The prominent side of the frame resembles either the slender elegance of an avocet or the commanding presence of an eagle, depending on the mounting direction”, explains Søren Rose.

The Beak Mirror is a captivating focal point that catches the eye and transforms your space with a perfect blend of functionality and style. The frame is made of wet-lacquered steel and is available in two colors: Fig Purple and Cream.



PRODUCT FACTS

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| DESIGNER | Søren Rose |
| DESIGN YEAR | 2024 |
| MATERIAL | Wet paint steel frame |
| COLOUR | Fig Purple and Cream |
| MEASUREMENTS | Large: L170 x W58 x D10 cm Medium: L64 x W44 x D10 cm Small: L42 x W29 x D10 cm |

SØREN ROSE

With a focus on multidisciplinary design, Søren Rose has been delivering innovative solutions to clients worldwide for over a decade. His portfolio spans product design, furniture design, and bespoke projects, including industrial design and interior decoration.

At the heart of Rose’s design philosophy is a commitment to enhancing people’s environments and creating products that stand the test of time. Durability is paramount, as he strives to develop sustainable, long-lasting creations of the highest quality that age gracefully.

Founded in 2009, Søren Rose Studio operates from offices in both New York and Copenhagen.



PLEASE WAIT to be SEATED is a young Danish design company situated in the heart of Copenhagen. The brand has built an impressive reputation through its authentic yet playful approach to furniture and lighting, always balancing the classic with the contemporary in a style distinctly their own.

Fueled by a profound respect for design heritage and an insatiable curiosity about architecture and form, the brand has made its mark through collaborations with some of today's most exciting artists and designers. They seek not just to create, but to explore the boundaries of possibility, delivering responsible solutions that are as surprising as they are functional.

A distinguishing feature of their work is the use of bold geometric elements and a meticulously curated color palette, ensuring a cohesive and harmonious feel across the collection.

PLEASE WAIT to be SEATED is part of EVA SOLO, an international design house specializing in luxury kitchenware, home accessories, furniture, and lighting.

PRESS INFORMATION

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