






reddot design award
winner 2018


GERMAN
DESIGN
AWARD
WINNER
2019

UME

It's not magic.

It's just great design!

Japanese purity meets Scandinavian audacity, and beautiful design emerges. Quite simply, it's UME.

UME is Japanese for plum tree. It symbolises patience and strength, and elegance, too. And you clearly sense that when looking at the range. The U-shape contributes aesthetic calmness and stability. There's a light-and-airy Nordic feel, too. The products are virtually floating, as if by magic. But it's not magic.

It's just great design.

The VE2 design team is behind UME. Their work has been recognised with a number of design awards over the years. We suspect there are more to come.

in love with **FORM
& FUNCTION**



UME DISPENSER | JAR W. LID | LAUNDRY BASKET | BY VE2



UME TOOTHBRUSH MUG | DISPENSER | SOAP DISH | BY VE2



UME TOILET BRUSH
PEDAL BIN | BY VE2



BLACK



WHITE



GREY



SOFT GREY



EUCALYPTUS GREEN



OLIVE GREEN






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VE2

The collaboration between VE2 and Zone Denmark is based on shared enthusiasm and great chemistry. And of course on VE2's ability to design beautiful and functional products perfectly suited to the users.

Hugo Dines Schmidt and Morten Lauritzen have a knack for encouraging the whole team to come up with ideas, then getting to the core and finding the final solution together.

That's why Zone Denmark has celebrated many of its greatest successes with VE2.

