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ROYAL DANISH COURT

**KAY  
BOJESEN  
DENMARK**

Press Release Autumn 2016

## Archetypal Bojesen blanket

Kay Bojesen is known as a pioneer of Danish functionalism and as the founder of a very large family of wooden figurines. His inspiration came from far and wide, and each Kay Bojesen animal is unique – from the colourful Songbirds to the exotic Monkey and the good-natured Dog. However, every member of Kay Bojesen’s animal circus possesses the same charm and is often created based on the same circular shape that now so elegantly adorns this autumn’s softest new release from Kay Bojesen Denmark: a reversible throw blanket in lamb’s wool.



Kay Bojesen was a huge personality, who followed his own path in life – not least artistically. Although he originally trained as a silversmith, Kay Bojesen did not limit himself to working in precious metal, and he quickly departed from the Arts and Crafts style of the day to embrace, instead, the playful functionalism that is the essence of Bojesen’s design universe. However, Kay Bojesen did remain faithful to his training in one area. Original drawings from the Kay Bojesen archives show how the anatomy of the wooden animals was often based on the same archetypal shape. *The Monkey, The Bear, The Horse, The Elephant, The Puffin, The Rabbit, The Dog* and *The Horse* are all constructed around two adjoining circles, giving the rigid wood a softness with a dynamic design. A simple and extremely effective approach, which had Kay Bojesen returning to the same basic shape from the early 1930s, when the first wooden animal – The Horse – was born, until one year prior to his death, when the nimble-footed Rabbit was created in 1957.

In tribute to Kay Bojesen's archetypal modus operandi, Kay Bojesen Denmark is now introducing the ultimate soft gift for design lovers – a reversible throw in lamb's wool, featuring Kay Bojesen's sketches against a trendy grey background.

### **Blanketed in Pantone**

Last spring, when Kay Bojesen Denmark introduced a new category to its product portfolio, the children's blanket, both the brand and Kay Bojesen's design universe showed a new, softer side. At the same time, the colourful red and blue blankets featuring a graphic print inspired by Bojesen's Monkey, created a demand for adult-sized blankets. After all, Kay Bojesen fans of all ages should be able to curl up on the sofa wrapped in a genuine design statement. No sooner said than done, and as of this autumn there will be room for the entire family under the large wool throw blanket that unfolds like a family tree of Kay Bojesen's most beloved figurines. The stylised sketches stand out elegantly against a background of Jacquard-woven lamb's wool, which makes the throw reversible and creates two completely different design impressions with its dark and light grey sides. The super-trendy grey tones are rooted in the Pantone scale and borrowed from someone else in the family – the distinguished patriarch of the Song Birds, Ernst, whose plumage comprises a dark grey body and a light grey head.

The Kay Bojesen Throw Blanket (130 cm X 170 cm) in 100% Jacquard-woven lamb's wool comes in the colour grey. The blanket is priced at EUR 229.00 (RRP) and will be available in stores from early September 2016.

Photos and press releases can be downloaded at [www.kaybojesen-denmark.com](http://www.kaybojesen-denmark.com)

For the dealer nearest you, please call +45 4588 6633.

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