

Press Release Autumn 2016

## Bojesen's skiing duo

Kay Bojesen often found inspiration for his iconic wooden figurines in the animal kingdom, but his extensive back catalogue also contains examples of four-wheeled and two-legged figurines. Among them are The Skiers, which Kay Bojesen modelled after his son and daughter-in-law in the late 1940s. This season, they will be making a colourful comeback on the piste when Kay Bojesen Denmark begins producing "Datti" and "Boje" in celebration of the sporty side of the famous Danish functionalist.



Kay Bojesen is known for his significant contribution to Danish functionalism, for creating handcrafted Danish design with humour and a smile and, naturally, for his popular "animal circus", where monkeys, elephants, hippos and dogs scamper and romp about the design menagerie to the delight of people of all ages. Kay Bojesen was not, however, known as a great sportsman, although he was surrounded by them in his family. His wife Erna was a former elite gymnast and Kay Bojesen's son and daughter-in-law were both lovers of winter sports, setting off for the pistes of Norway and Sweden every year and coming home with fresh red cheeks and legs exhausted from cross-country skiing. In the late 1940s, this inspired Kay Bojesen to go off-piste from his animal designs and create the upright skiing duo "Datti" and "Boje", who are now being put into production by Kay Bojesen Denmark. The Skiers bear the nicknames of his son, Otto, and his daughter-

in-law, Ruth, and are sure to be a hit among all fans of Kay Bojesen's design, as the original wooden figurines are rare and, until now, were only produced in very small numbers.

### **Lively Nordic folklore**

In 2013, when Kay Bojesen Denmark relaunched Kay Bojesen's Santa with his generous sack of presents, it was a rare addition to Bojesen's two-legged wooden family. This year, the design brand is repeating the success with the addition of The Skiers to the Bojesen Family. And with their naïve design features and detailed craftsmanship, they awaken the same feeling in us as Kay Bojesen's other designs do. "Datti" and "Boje" do not look like people, and yet they are immensely human with their intense eyes, energetic body language and smart skis, standing at the ready anywhere in the home – on the windowsill, desk or bookshelf. The colourful, hand-painted beechwood makes the figurines an eye-catching interior design statement, and their adorable hats and "Datti's" becoming ski outfit bring them alive with Nordic folklore.

The Kay Bojesen Skiers "Datti" and "Boje" (H: 15.5 cm) are made from painted beechwood and priced at EUR 79.00 (RRP), each.

The figurines 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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