

Press Release Autumn 2016

Kay Bojesen breaks into a gallop

Kay Bojesen was not just a lover of animals, he was also a prodigious designer with a galloping imagination, and perhaps that is why the horse came so naturally to him. Today, Kay Bojesen Denmark has an entire herd of proud steeds in its stables: from the exotic Zebra to the fun-loving Rocking Horse and the wild Gelding carved in walnut. Now another horse is being added to the fold. Autumn 2016 offers a lovely carrot to design lovers – a light and swift-footed horse in untreated wood, a cousin to Bojesen’s other beechwood figurines.



In his lifetime, Kay Bojesen designed enough horses to start a small riding academy. However, the stout and spirited designer never climbed into the saddle himself, preferring to keep both feet on the ground and instead use his creative talents to produce some of the most iconic products in Danish design history. This autumn, Denmark’s beloved playful “uncle” rides on to add another horse to the stables. The cream-coloured steed is made from untreated beechwood and comes from the same lineage as the dark horse with the leather bridle that is already part of the Kay Bojesen Denmark collection.

Runaway imagination

Kay Bojesen is known for his ability to make wood smile – and for his impressive imagination that never stopped, not even on weekends and holidays. In an interview from 1944, Kay Bojesen called “*keeping my initiative at bay*” a huge personal challenge, but today we are thankful for his runaway imagination, which created, among other things, The Horse in the 1930s. A dynamic animal design that, even with its stiff legs, is full of life and vitality, with shining eyes giving the impression that it could break into a gallop across the desk at any moment. A thin leather strap bridles the imagination, however, limiting The Horse’s rides to any

surface with a preference for Nordic design and the elegance of pale natural wood, from desktops to gift tables.

Kay Bojesen's Horse (H: 14 cm) in untreated beechwood is priced at EUR 95.00 (RRP) and will be available in stores from early September 2016.

Photos and press releases can be downloaded at www.kaybojesen-denmark.com

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