

Press Release Autumn 2016

The happy hippo

Even though the wooden figurines in Kay Bojesen's animal family are full of vigour and charm, they have never tried to appear true to life. On the contrary, Kay Bojesen set out to create imaginative versions of the animals, and this autumn Kay Bojesen Denmark has taken the creative license to introduce a zoological sensation: a larger version of the classic Hippo coated with a layer of blackboard paint that sets the stage for play, learning and short messages. The Hippo's practical new function makes it a natural gathering point for the entire family, where this irresistible message board serves as a reminder to buy milk, lets you write a phone message and encourages the youngest members of the family to practice spelling, entirely in the spirit of Kay Bojesen's modern didactic principles.



In 1955, when Kay Bojesen transported the square Hippo from the waterhole on the Savannah to the Danish design scene, it was the fourth in a series of exotic animals, which also includes The Monkey, The Bear and The Elephant. Demand for more animals from "the jungle book" was enormous, but as always, Kay Bojesen followed his own path, creating a design that was unlike the others. Gone were The Monkey's long, elegant lines and flexible joints – instead, Kay Bojesen introduced a delightfully angular behemoth with a moveable jaw who charmingly holds a pencil in its mouth. As such, The Hippo is the only one of Kay Bojesen's wooden animals that actually serves a function, and with the arrival of this autumn's big brother, that functionality is expanded even more, while at the same time bringing The Hippo back to its original painted look. The entire design was created in close collaboration with Kay Bojesen's family and represents a natural extension of the designer's own mindset – and like the other new releases from Kay Bojesen Denmark over the years, this design has also been found in the Bojesen design archives.

Humorous memos and didactic design

Every time Kay Bojesen's delightful "animal circus" gains a new member, it is big news. This is especially true this autumn, with the arrival of the blackboard Hippo, which has grown back into its original size, as designed by Kay Bojesen in 1955. The Hippo's two extra centimetres in height and width add extra pounds around the middle and extra height to the hooves. And it is also a welcome addition for anyone who not only wants to use The Hippo as an objet d'art, but also as an untraditional memo pad for the entire family. The flanks coated in a layer of chalkboard paint provide plenty of room for short messages, reminders and phone numbers that can be erased in a jiffy to make room for a new note.

The painted design animal also provides hours of fun and learning for the youngest, who can use The Hippo to draw with chalk and practice their numbers, letters and spelling. The notion of intuitive learning in everyday life was a key element in several of Kay Bojesen's designs for children, from the Alphabet Blocks to the ABC dishes, and with the new blackboard Hippo, there is plenty of opportunity for children of all ages to play and learn.

In the style of Kay Bojesen's Hippo in untreated beechwood, which is already part of the collection, the new Hippo also makes a classic desk accessory, as well as a collector's item that appeals to the heart and the mind as only Kay Bojesen can.

The Kay Bojesen Hippo (H: 10.4 cm) in blackboard-painted beechwood with accompanying chalk is priced at EUR 95.00 (RRP) and will be available in stores from mid-September 2016.

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

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

For further information, please contact:

Geelmuyden Kiese A/S:

Bettina Vestergaard Færgeman
Mobile +45 2384 0963
bettina.faergeman@gknordic.com

Rosendahl Design Group A/S:

Bente Fallinge
Mobile + 45 2516 0761
bfa@rdg.dk