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ROYAL DANISH COURT

**KAY
BOJESEN
DENMARK**

Press release, autumn 2017

More Monkey Business

Kay Bojesen's Monkey was originally intended as a quirky coat hook for kids. Instead, the charismatic wooden figure ended up in the gadget category, and today the monkey is a design icon with fans all over the world. In recent years, Kay Bojesen Denmark has added a number of pals to the troupe of monkeys, and now once again there is good news from the family tree. This autumn, the brand is launching two more monkeys made from new combinations of materials – oak/maple, oak/smoked oak – benefiting from the recognition factor of their famous brothers, but at the same time making their own mark on Nordic interior design.



There is no doubt that the Monkey is Kay Bojesen's most famous wooden figure. Hundreds of thousands of monkeys play their way through life in offices, on shelves and in children's rooms all over the world, and even though Kay Bojesen often insisted that he had designed a lot more than his wooden animals, it is easy to see why the Monkey has come to be his signature design. With brilliant craftsmanship, an eye for detail, smiling lines and welcoming appearance, the Monkey embodies Kay Bojesen's design universe to the letter. At the same time, the Monkey's mission is exactly the same as Kay Bojesen's: to play their way through life with mischief, a smile, and intelligence.

And there's plenty of intelligence in the Monkey's intricate design, with moving arms and legs, and from the moment it saw the light of day as a coat peg design for a children's furniture exhibition in 1951, it has become a cult item. It is a collector's item and makes a great gift, too, because there's always an occasion for pegging up good design. And that's exactly what Kay Bojesen Denmark has in mind with the launch of this autumn's two new monkeys: Monkey in oak/maple and Monkey in oak/smoked oak will appeal to fans of the Scandinavian furniture design tradition and of wood figures in all shapes and sizes.

Two sides of the same wood trend

The Monkey as we know it today is made of teak and limba wood. Its polished surface invites you to lovingly caress its gently rounded belly. The dark teak version evokes retro-cool references to the 1950s palisander trend, so the head of the troupe differs significantly from this season's two new variants, both created with firm roots in contemporary Scandinavian furniture design traditions. Here, designers including Wegner and Børge Mogensen have long since made light oak a must, while the dark, smoked oak is currently popping up everywhere in interior design trends – on floors and in kitchens as well as in furniture and design details in home interiors.

Even though this autumn's two new products are twins in their design DNA, they are far from identical. The light Monkey swings directly into the Scandinavian Living style, mixing with new and old classics alike, while the dark Monkey makes itself at home with its exotic, deep colours harking back to the Monkey's origins deep in the jungles of design. The Monkey brothers share two important features: excellent craftsmanship and exclusive, natural materials that give the design superb sustainability, as the timber takes on a trendy patina with age as only a true classic can.

The Monkey (H: 20 cm) is available in oak/maple and oak/smoked oak versions, each priced at EUR 125.00 (RRP)

These new products will be in shops from early September.

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

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