



BY APPOINTMENT TO THE
ROYAL DANISH COURT

**KAY
BOJESEN
DENMARK**

Press release, autumn 2017

Photogenic cousin

In the spring, when Kay Bojesen Denmark added a new category to the Kay Bojesen universe – the gallery products – the brand literally hit the nail on the head. Bojesen fans both new and old love the idea of displaying the iconic wooden animals as wall-hangings, and after the graphical zebra, we now have the chieftain of the menagerie, the Monkey, making its debut on canvas in four different motifs. The images are printed on canvas with a wooden frame on a leather cord, familiar from old classroom maps; in fact, the idea behind the collection is precisely to merge the joy of retro with modernity in a style that will grace any part of your home.



Just say the name Kay Bojesen, and many people will immediately answer “Monkey”. Even though Kay Bojesen designed a wide variety of things throughout his long career, including lots of other wooden animals, the Monkey is still at the forefront of his world-famous design universe – and its special celebrity status now gives the cheerful monkey an opportunity to become a photo model for a day. The result is the launch of three different photos and a photographed line drawing, as a second wave in Kay Bojesen Denmark’s new collection of gallery products. Its naïvist, human-like motifs are sure to touch the heart of all monkey fans.

The four photos are printed on canvas with a leather hanging strap, so they are up to date with contemporary, dynamic interior fashion, which features basic frames and small images, with several displayed together on the wall, converting the wall into a personal collage.

Photography and monkeying around

Since first seeing the light of day in 1951, the Monkey has become quite experienced, and this is certainly not his first time sitting as a model. As early as 2003, a book entitled “Eventyret om Abe” (“The Fairy Tale of the Monkey”) portrayed him and his friends in a variety of quirky situations. Big-time humorist as he was, Kay Bojesen also enjoyed staging and immortalising the Monkey in snapshots of human everyday routines, as he did for example at an exhibition at what is now the Danish Museum of Art & Design, back in the 1950s.

Even though the four gallery images in the Kay Bojesen Denmark collection are new photos, their inspiration clearly derives from Kay Bojesen’s original design universe, where there is nothing unusual about the Monkey reading the newspaper before bedtime. The Monkey in the classroom is definitely believable, too, with the exotic Monkey giving a lesson about the animals of the Savannah, with bears and rabbits as attentive pupils. Naturally, the collection also has room for portraits of the Monkey as a true superstar: partly as a full line drawing showing Kay Bojesen’s trademark joyful lines conjuring up his wooden animals, and of course as a selfie, with the Monkey peering cheerfully and insistently into the camera lens with a mischievous look in his eyes.

The Monkey pictures were created with the entire home in mind, and the graphic motifs fit anywhere from a child’s room to the office or the wall behind a furniture classic, where these irresistible motifs pay homage to the history of Danish design with an informal atmosphere and a twinkle, just like Kay Bojesen himself would have done.

Kay Bojesen Denmark pictures in canvas with wooden frames and leather cord hangers are available in four different designs:

- Monkey Sketch (40 cm x 56 cm) photo with natural wooden profiles and natural leather cord costs EUR 65.00 (RRP)
- Monkey Portrait (40 cm x 56 cm) photo with natural wooden profiles and natural leather cord, price EUR 65.00 (RRP)
- Classroom (40 cm x 56 cm) photo with black painted wood profiles and black leather cord, price DKK EUR 65.00 (RRP)
- Goodnight reading (40 cm x 40 cm) photo with black painted wood profiles and black leather cord, price EUR 60.00 (RRP)

These new items will be in shops from early September.

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

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

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