



Press Release Autumn 2018

## A bigger bunch of bears

Kay Bojesen's circus of animals draws from a sprawling family tree that spans all of zoology, including everything from animals of the savannah to household pets and wild birds. Bojesen's universe is one big happy family, and several of the animals have also formed their own design families varying in size and colour. Following in the footsteps of the family of monkeys and the colourful colony of birds, Kay Bojesen Denmark now presents the famous friendly, chubby Bear, made of oak and maple, in a grown-up "big bear" size of 25 cm.



Kay Bojesen's wooden animals often become part of the family for those lucky enough to hold one of these iconic designs in their hands. This also applies to the chubby Bear itself, who draws on a similar family history. Bojesen's inspiration for the exotic bear came from close to home, where the Copenhagen Zoo made headlines with the story of Ursula, a bear cub who was rejected by her mother and raised as a foster child in the home of the zookeeper and his wife. This heart-warming tale caught Bojesen's imagination in 1952 and prompted him to create the friendly, rounded Bear, who, despite the hardness of the wood, is always ready for a hug.

## **Big Bear**

In contrast to the lively and mischievous Monkey, Kay Bojesen's Bear is full of sweetness – and it is certainly no coincidence that Bojesen gave his famous wooden figures a variety of human features. Bojesen wanted them to have life, blood and heart, inviting you to take them by the hand, just as you might be drawn to hold a young child's hand. Certainly, the charming Bear calls to be held and cared for, with soft, curved lines in light and dark wood giving the design an organic appeal and echoing its Nordic roots. And with an extra 10 cm of height, this autumn's bear makes an even more striking mark on its setting in the modern home.

Kay Bojesen Denmark Bear (H: 25 cm) is priced at EUR 270.00 (RRP)

The new product will be available from mid-September.

Images and press releases can be downloaded from [www.kaybojesen-denmark.com](http://www.kaybojesen-denmark.com)

Call +45 4588 6633 to find a dealer in your location.

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