



Press Release Spring 2019

Kay comes to the kitchen

Kay Bojesen is renowned for his circus of wooden animals, from monkeys to song birds and elephants – a bit of a menagerie, one could say. And Bojesen's heart-warming designs aren't limited just to toys and decorative objects. In the 1940s, the well-known functional designer created a number of beautiful objects for the dinner table, which are now seeing the light of the day under the name Menageri. The gently curved wooden shapes – which typify the Bojesen style — pay homage to the chaos of the regular rituals and spontaneous moments that unfold in households every day, where we season, oil, serve and eat from luxurious sustainable certified oak.



For most people, Kay Bojesen's iconic wooden figures need no introduction. While the addition of Bojesen's designs to the kitchen and dining table will be new to many, the connection to his iconic universe is clear at first glance. Like the wooden figures, the products in Menageri series are tactile and original. The shapes are organic, round and pleasant to touch, with a hand-finished surface that makes the wood smooth and easy to hold.

Kay Bojesen often compared the soft lines and smooth surface of his wooden designs to that of a young girl's hand – and Menageri invites you to use the pieces every day, keeping them close by. Like Kay Bojesen's other designs, the Menageri assortment will be a faithful companion through all stages of life – and its elegant design seamlessly makes the journey from kitchen to dining table and from breakfast to special occasions.

The recipe for loving chaos

The term "menagerie" has a double meaning that fits perfectly with this spring's re-launch. The evocative French word refers to both a collection of exotic animals, exactly like the wooden animals from Bojesen's design circus – and to everything that belongs to a household, often with a touch of endearing everyday mess. Kay Bojesen himself was not known to spend much time in the kitchen, but his Copenhagen studio was renowned for its floor-to-ceiling creative chaos of wooden figures. As a trained silversmith and self-proclaimed functionalist, Bojesen had the perfect recipe for table accessories that are fit for connoisseurs.

Then and now, the pepper mill, salt cellar, oil and vinegar set, egg cups and serving dish are must-haves. The five products in the Menageri collection are all original Kay Bojesen productions, adapted slightly to meet today's needs. This is particularly true of the beautifully turned pepper grinder, with its unconventional function where the peppercorns roll into the hole one by one when the mill is filled. The organic serving plate with elegant handles is a true "plat de ménage" – and, in keeping with its name, it keeps track of an entire menagerie on the table, serving everything from tapas to charcuterie.

The Menageri series is made of food-safe oak and is an obvious gift idea for anyone who loves design, as well as foodies with long-term use in mind. Until May 2019, Kay Bojesen fans can also experience a wide range of the multi-designer's original products, as the Trapholt Museum for Modern Art presents the largest and most comprehensive exhibition about this innovative and playful craftsman: Kay Bojesen - The mood of Danish design.

The Kay Bojesen Menageri series in FSC-certified oak includes the Pepper Grinder with Crush Grind ceramic grinder with a 25-year warranty (H: 9.3 cm), Salt Cellar (Ø: 7 cm), Oil & Vinegar Set (H: 8 cm), Set of two Egg Cups (H: 5 cm) and Serving Plate (Ø: 24.5 cm).

The new items are priced at EUR 50.00, 35.00, 69.00, 35.00 and 67.00 (RRP) respectively and will be available from the beginning of March.

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

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

For further information, please contact:

Réplique / Bettina Færgeman Lifestyle Communication:

Bettina Vestergaard Færgeman

Mobile + 45 23 84 09 63

bf@replique.dk

Kay Bojesen Denmark:

Kristina Kousgaard Sørensen

Mobile + 45 31 43 99 01

kks@rdg.dk