

Press Release Spring 2019

Driving pleasure from Kay Bojesen

Although Kay Bojesen worked in traditional materials such as silver and wood, he was very much a man of the future. As a functionalist, Bojesen was fascinated by the streamlined lines and modern mechanics of his time. And when the car boom gained momentum in the 1930s, he was inspired to dream up a range of dynamic creations. Designed in collaboration with Danish furniture designer Ole Wanscher, the Limousine is among his most simple and elegant designs. Now Kay Bojesen Denmark rolls out a luxury cabriolet model in two variants that cater to both driving pleasure and cool design.



Today, Kay Bojesen's work is regarded as designed to last a lifetime, but, to a large extent, his original and life-like wooden figures are also inspired by life. Like many other creative souls, Bojesen was influenced by his own experiences and it is no coincidence that his monkey and other exotic animals were conceived following his travels in Africa. Neither is it a surprise his wooden toys got their first start when he himself became a father to his son Otto.

As a modern thinker, Kay Bojesen was influenced by society. In the 1930s and 40s he designed a series of cars that reflected the motorized trend of the time while adding a new and important purpose to the art industry: to recognize children as small people and give them playthings that set imagination free and exuded quality and long-term durability. 80 years after the first appearance of the Limousine, Bojesen and Wanscher's designs are still sought after by both large and small car enthusiasts – leading to this spring's launch of two original versions that can be converted into a cabriolet and convertible.

Fuel for gifting

The limousine is often described as the king of cars – and this elegant automobile with its long hood fits perfectly with Kay Bojesen's signature wooden creations with vibrant, joyful lines. Both the 16 cm black-painted model and the full-size 32 cm wooden car give the illusion of being propelled by a well-tuned motor when placed on a desk or worktop. And, like Bojesen's other designs, their smooth, finely-crafted surface texture invites admiration and a gentle touch.

The limousine is an ideal present for first-time homeowners, newly married couples, students and anyone looking for a smooth journey towards new goals. The sleek design is also a luxury toy for interior design lovers who display the black-on-black or neutral wood-on-wood cars in dynamic tableaux around the home.

Kay Bojesen Limousine in black painted beech (L: 16 cm) and untreated oak (L: 32 cm) are priced at EUR 65.00 and 120.00 (RRP) respectively.

The new items 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