

Press Release Autumn 2014

Kay Bojesen's blockbusters

Kay Bojesen's famous wooden figurines are often described as toys, but the Guardsman, monkey and other animals are clearly iconic designs that appeal to the child in all of us. This world-renowned designer also created designs for children, and now Kay Bojesen Denmark is launching *The Alphabet blocks* for the first time. The blocks saw the light of day in the late 1950s, and today the intelligent design still captures the charm of little ones learning while they play.



Kay Bojesen has always been known and loved for his playful approach to design. He liked to say his designs should reflect a circus feeling, but this enchantingly funny designer based his work on more than play and a passing whim. Kay Bojesen believed in modern learning principles and over the years, he created a number of designs that combine play and learning. The Alphabet Blocks are one example, which Bojesen developed as an aid for spelling at Danish primary schools and later at many pre-school centres. The design was never put into production outside the classroom but Kay Bojesen Denmark is now putting that right. In autumn 2014, the design company is relaunching these beautiful blocks in solid beechwood and is inviting children everywhere to enjoy a good old-fashioned *s-p-e-l-l-i-n-g g-a-m-e*. Parents who appreciate good design are very welcome to play along.

Boxes of Bauhaus letters

Kay Bojesen was a leading Scandinavian functionalist and his architecture and designs are known for their simple, architectonic style. This also applies to the Alphabet Blocks, which are easy and intuitive to play with – and learn from. The set of blocks comprises 33 straight and 33 contoured wooden blocks that together form a naivistic system of letters. The simple geometric shapes of the letters resemble children's

writing and comprise the building blocks for hours of educational fun. For both young children learning the alphabet and slightly older children learning to spell. The Kay Bojesen blocks are the perfect Christening or birthday gift, but also appeal to adult design lovers with their unmistakable references to the Bauhaus typologies.

It goes without saying that true to the tradition of Kay Bojesen's original design, the new blocks come in a unique wooden box for easy storage which, when not in use, is a decorative addition to any children's room. As an extra feature, the Kay Bojesen logo is branded on one end of the box and an orange strap added to the other end for a splash of colour and to make the blocks easy to carry from room to room.

The Kay Bojesen blocks and storage box, available in treated beechwood, are priced at DKK 499.95. (RRP) for a box of 33 straight blocks and 33 contoured blocks, 66 altogether.

The blocks will be available in shops from early September 2014.

Photos and press releases can be downloaded at www.kaybojesen-denmark.dk

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

For further information, please contact:

House of Communication A/S:

Bettina Vestergaard Færgeman
Mobile +45 2384 0963
bettina@houseofcommunication.com

Rosendahl Design Group A/S:

Bente Fallinge
Mobile + 45 2516 0761
bfa@rosendahl.dk