

Press Release Spring 2015

Spring news from the savannah

Kay Bojesen's wooden animals are known and loved all over the world. He found inspiration for his designs on the various continents and now Kay Bojesen Denmark is adding yet another animal to its "designer zoo", *The Zebra*. Kay Bojesen created the charming zebra as the first of the exotic animals in 1935. It has since been joined by The Monkey, The Elephant and The Hippo, and now another four-legged playmate is moving from the savannah into the modern home.



Kay Bojesen, silversmith and functionalist, is recognised as one of Denmark's most versatile and productive craftsman-designers. In his lifetime, he created both classic silver work and cutlery, but his popular breakthrough came when he started producing wooden toys. Today, we are all on a first-name basis with the delightful dog, the beautiful bear and the rambunctious rabbit. However, one of Kay Bojesen's first wooden figurines came from the more exotic region of the animal kingdom. The swift-footed zebra galloped from the savannah into Kay Bojesen's shop in the heart of Copenhagen in 1935, where it later became popular for its beautiful stripes, carefully painted by theatre artist Svend Johansen, who also painted the colourful puffin. This spring, the time has come to again look to the distant savannah as Kay Bojesen Denmark relaunches the hand-painted zebra to the delight of the young at heart and fans of original Danish design.

Charm, personality and a bristly mane

Kay Bojesen is known for his delightful humour and unique talent for wooden creations that bring out smiles. And nobody can keep a straight face when they gaze upon the pleasantly plump zebra. With its straight legs and bristly mane, the zebra lives up to Kay Bojesen's ideal of creating wooden figurines that don't seek to imitate nature. Instead, it is full of charm and personality in every stripe and to the very tips of its mohawk. Kay Bojesen, who was fascinated by distant lands and even visited North Africa in 1921, did remain faithful to the zebra's original stripe pattern, however, and to this day the characteristic black stripes only go to the animal's belly, just as in nature. This authentic detail testifies to the craftsmanship behind each individual wooden figurine and places the zebra in the same category as Bojesen's other painted figurines: The Puffin, Santa and The Guardsman.

Like its fellow figures, the zebra was created to bring delight to the gift table on christenings, confirmations, jubilees – at all of life's special celebrations. This new spring addition is sure to appeal to everyone looking to expand their Kay Bojesen collection by giving the other exotic animals in the menagerie – *the swinging monkey, the hefty elephant and the king of the watering hole, the hippo* – a new striped playmate.

The Kay Bojesen Zebra (H: 14 cm) is made from solid birch and priced at EUR 85,00 (RRP).

The Zebra will be available in stores from mid-February 2015.

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

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