

Press Release Spring 2014

Alfred The Songbird – *au naturel*

Ever since Kay Bojesen's Songbirds took their first flight, these colourful wooden birds have taken the design world by storm. New birds have joined the flock each season – most recently the grey head of the family, Ernst. And now we see the arrival of yet another winged relative. *Alfred*, named after Kay Bojesen's great grandson, is the first of The Songbirds to appear *au naturel* – made from natural oak.



Kay Bojesen is known all over the world as one of the greatest icons of Danish design history. He was a flamboyant character through and through, and when Kay Bojesen Denmark launched the colourful Songbirds in 2012, many felt they embodied an extra element of the master's colourful personality. And yet the Kay Bojesen universe actually comprises primarily natural wood designs, and now The Monkey, The Elephant, The Dog and the rest of the menagerie are joined by yet another cousin in natural wood. Alfred The Songbird is made from oak with a bill in smoked oak, creating a beautiful contrast that has clear references to the current Scandi-cool interior design trend that combines natural materials such as wood, concrete and marble in an effective tribute to the concept of "less is more".

Like the other Songbirds, *Kay*, *Ernst*, *Peter*, *Ruth*, *Otto*, *Pop* and *Sunshine*, Alfred is a perfect design gift for a wedding, christening, birthday, anniversary or any other day of celebration. The new design is also an easy way to integrate the wood trend into a modern home – naturally!

Alfred The Songbird (H: 16 cm), made from natural oak with a bill in smoked oak, is priced at EUR 89,00 (RRP).

The Songbird will be available in stores from early June 2014.

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

You can also learn more at www.kaybojesen-denmark.com

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