

Press Release Autumn 2015

## Kay Bojesen rides again

They say you can't teach an old circus horse new tricks. Luckily, that's not true for Kay Bojesen's delightful animal circus, where a proud beast from the 1930s will be galloping into the manège this autumn to take both new and old design-riders by storm. The Horse joins Kay Bojesen Denmark's family of tufted and hooved animals, from The Zebra to The Rocking Horse, and is made from oiled walnut just like its dark-wooded cousin The Dog.



As a designer, Kay Bojesen loved the proportions of the horse. To this day, children the world over still ride his famous Rocking Horse across the plains of their playrooms. The Rocking Horse also happens to be one of the toy designs that Kay Bojesen introduced at the art gallery known as Den Permanente. Only the very best in Danish design was showcased there and the exhibition played a major role in the story of *Danish Design*, where Kay Bojesen had a significant influence from the very beginning. The horse has also left its mark on other Kay Bojesen creations, and this autumn, Kay Bojesen Denmark is relaunching *The Horse* from

the design archives as the original figurine from the early 1930s that served as the design model for the exotic zebra, which was launched last spring.

### **Gadget on new grazing grounds**

Kay Bojesen was known for his ability to bring wood to life, and with its straight legs and striking mane, The Horse is the embodiment of Kay Bojesen's magical touch. There are no moveable parts in the design, and yet it is still so lifelike. With its watchful eyes, bowed neck and majestic tale, the horse is ready to gallop off at any moment, and only a thin leather strap keeps the imagination and speed in check. The Horse – like The Dog – is made from solid, oiled walnut in an exclusive design that makes a perfect gadget for the desk, shelf or study. The figurine also makes a wonderful gift for design-loving cowgirls and boys of all ages.

Kay Bojesen's Horse (h: 14 cm) in solid, oiled walnut is priced at EUR 109.00 (RRP) and will be available in stores from early September 2015.

Photos and press releases can be downloaded at [www.kaybojesen-denmark.com](http://www.kaybojesen-denmark.com)

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

**For further information, please contact:**

### **Rosendahl Design Group A/S:**

Bente Fallinge

Mobile + 45 2516 0761

[bfa@rdg.dk](mailto:bfa@rdg.dk)