

Press Release Autumn 2015

## The softer side of Kay Bojesen

Throughout his life, Kay Bojesen had a soft spot for wood and a unique talent for bringing to life his designs using everything from teak to oak. Over the years, he produced a whole army of iconic wooden figurines and now Kay Bojesen Denmark is celebrating the designer's softer side with a new category for the little ones: throw blankets. These children's throws feature illustrations by Bo Bendixen and come in red and blue, making them perfect as christening and birthday gifts. Especially when supplemented by the other new product this autumn: a wooden rattle in untreated beechwood designed by Bojesen in 1932.



Even though Kay Bojesen's wooden figurines are more like designer objects than toys, Bojesen's universe is known and loved by children and adults alike. With his delightful and highly personal designs, from The Monkey to The Elephant and The Royal Guardsman, Bojesen appeals to the child in all of us, and his wooden figurines are popular features on the gift tables of life's most memorable moments. They move in and accompany the recipient from christening to birthday and confirmation through graduation and on to their first job like a cherished friend who never abandons their soul mate.

With the children's throw, Kay Bojesen Denmark introduces this autumn a new candidate for the child's softest best friend. A reversible throw in beautiful colours featuring the contours of Bojesen's most beloved design, *The Monkey*. The work of popular designer and graphic artist Bo Bendixen, the monkey swings playfully across the woollen blanket, encouraging soft cuddles and catnaps for both boys and girls. Meanwhile, for the littlest ones, Kay Bojesen Denmark introduces a new wooden rattle as the perfect christening present – either on its own or together with the throw as the ultimate gift for all design fans and their children.

### **In the colours of The Royal Guardsman**

In 1942, Kay Bojesen created a series of four hand-painted guardsmen in royal blue and red. His inspiration came from the colourful guards at Amalienborg Palace who watch over the Danish Royal Family, and Kay Bojesen Denmark has sought to weave that same noble vigilance into the new throw blanket. The children's throw therefore comes in the original Kay Bojesen guardsman colours of royal blue and royal red. The bright colours appeal to power boys and girls as well as striking a loving and contemporary contrast to the traditional pinks and blues on the christening gift table. As the child grows, the throw can be used in the pram, on the sofa and on the floor, while older children can use it to make little wooden or wicker chairs more comfy or to take a nap gently wrapped in the dreamy soft material.

As an extra little design detail, Kay Bojesen Denmark's children's throw is jacquard woven, making it reversible with the opposite colour on the other side. The short-staple, soft quality also ensures that the throw doesn't feel scratchy when tucked down around the little one to keep them warm in the pram or stroller.

### **Design for stimulation and learning**

Kay Bojesen's designs were also aimed at very young children. In the 30s and 40s, he created a series of products that stimulate children's play and learning, and even by contemporary standards, Bojesen's wooden designs are unique. This is especially true of the rattle introduced by Bojesen in 1932, the simplicity of which makes it look almost like a toy sculpture. The little bead in the middle captures the attention of babies and keeps them enthralled for hours, while the ring has just the right dimensions to fit a tiny hand. The rattle is made from untreated beechwood, which ages with grace and has been purposely kept free of colour. Kay Bojesen was a firm believer that children's imaginations were strong enough to let them see the world in colour, just as he did himself with his colourful personality.

The Kay Bojesen children's throw measures 80 cm x 120 cm, comes in red and blue and is priced at EUR 139.00 (RRP).

The Kay Bojesen rattle (Ø: 8 cm) is made from untreated beechwood and is priced at EUR 39.00 (RRP).

Both new products will be available in stores from mid-August 2015.

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

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