

Press Release Spring 2016

## Chirpingly charming

In recent years, Kay Bojesen's famous animal circus has regularly welcomed new members to the menagerie. Although perhaps aviary is more precise, as the past years have seen the arrival of several feathered friends, from the love-struck Turtle Doves to the charming Puffin. The newest addition is The Sparrows, designed by Kay Bojesen in 1935 and now taking renewed flight. In spring 2016, Kay Bojesen Denmark is introducing a chirpingly charming new product, complete with landing board, for the seven colourful little birds named after the days of the week.



For most of his long career as a designer, Kay Bojesen was a free spirit with his own workshop and creating whatever he felt was needed in the world. Whether this “free as a bird” mentality influenced Kay Bojesen's creations is unknown, but the whimsical designer was definitely fascinated by our feathered friends. In the 1950s, he created the exotic Songbirds with contrasting beaks for the terrace at Bellavista – Kay Bojesen's home overlooking the Sound – thus inviting nature in all its colourful glory into his designer home. These are the intentions behind the release this spring of The Sparrows. The little flock of birds is based on the original design for the yellow sparrow, and with their varying expressions, they are guaranteed harbingers of good cheer, wherever they land in the home.

### **All things great and small**

Working with miniatures in wood is nothing new in the world of Kay Bojesen. The delicate design details and refined lines of the little dog Tim, unleashed last year by Kay Bojesen Denmark, is living proof that it is better to be small and alert than big and lazy. The same holds true for the little Sparrows. The 6 cm birds are made from painted beech wood and are graphically powerful in their naivistic colours, which span from the retro colours of the 70s to trendy shades of grey-pink – a perfect match for today's *Nordic Living* interiors.

The Sparrows are known for flying and living in flocks. Kay Bojesen Denmark has therefore grouped them together in this year's new release, as a set of seven sparrows accompanied by a magnetic board. The birds are all named after a day of the week and come with magnets so they don't fly away, but stay safely in their spot on the bookshelf or a decorative tray on the coffee table. Naturally, the Sparrow design can be arranged freely according to colour preferences, while for the smallest Kay Bojesen fans, they make an untraditional and playful way to learn the days of the week when the birds are placed in order, bringing colour to even the greyest of Mondays.

The Kay Bojesen Sparrows (H: 6 cm) are priced at EUR 179.00 (RRP) for a set of seven including board.

The Sparrows are made from painted beech wood, fitted with magnets and come with a matching magnetic board.

The Sparrows will be available in stores from early March 2016.

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.

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