

Press Release Spring 2016

Kay Bojesen for the little ones

Kay Bojesen is known for his characteristic design mantra: “There’s got to be a bit of circus in it”. He also firmly believed that in good design the lines should smile. However, this whimsical approach to fine craftsmanship never overshadowed Kay Bojesen’s focus on aesthetics and functionalism. Not even when he designed for children, because Kay Bojesen had a keen interest in didactics and modern educational principles. This spring, as a tribute to learning through play, Kay Bojesen Denmark is launching Kay Bojesen’s irresistible children’s tableware in melamine, which puts the alphabet and telling time on the menu, transforming mealtime into a creative time in family life.



Kay Bojesen’s famous wooden figurines are often called “toys”. And while The Guardsman, The Monkey and the other animals are clearly iconic designs that appeal to the child in all of us, Kay Bojesen actually designed for little ones. The visionary designer was a firm believer in the modern educational principles, which throughout the 1940s and 50s propounded learning through play and creativity. In 2014, Kay Bojesen Denmark relaunched the Alphabet Blocks, designed by Kay Bojesen as a spelling tool for the Danish primary and lower secondary school system. And in spring 2016, the company is following up on that success with Kay Bojesen’s intelligent design for the dinner table: tableware for children. Kay Bojesen’s tableware for

children comprises a melamine *plate, bowl* and *cup*, which communicate the alphabet and time-telling in modern design that can withstand countless falls to the floor when the alphabet game is on the menu.

The ABCs and 123s of play

Throughout his long career as a designer, Kay Bojesen worked in many materials. He was originally trained as a silversmith, but in the 1930s he spent some time as an art director at porcelain manufacturer Bing & Grøndahl, where he tried his hand at porcelain design. This was where his children's tableware was born, causing a sensation with its focus on function, aesthetics and experience in the mealtime situation. Unfortunately, the educational principles only lasted as long as the child did not throw the dishes on the floor. Since then, the tableware has been made from melamine, and when Kay Bojesen Denmark relaunches this set of instructive dishes, it continues to be impact-resistant melamine, albeit in a more refined version specially designed to resemble porcelain on the surface.

The learning method is still the same as on the original set. The edge of the plate features numbers like the dial of a clock and the edge of the bowl is decorated with the letters of the alphabet. While eating from the dishes, the child can use their cutlery to learn to tell time and to spell. And when the child begins reading, the decorative melamine cup features letters placed close together, making it possible to spell out simple words like "mum" and "dad". In line with Kay Bojesen's design DNA, the alphabet and number illustrations on the tableware are kept in a simple, architectural look, which is graphically beautiful and easy for the child to decode, play with and learn from.

The Kay Bojesen children's tableware is a perfect gift idea for all curious children and their design-loving parents and is sold in a beautiful gift box.

The Kay Bojesen melamine set comprises a plate (Ø 22 cm), bowl (Ø 18.4 cm) and cup (22 cl) and is priced at EUR 299.95 (RRP).

All three pieces are dishwasher safe at max. 55°C. However, they are not safe to use in the microwave oven.

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

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

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

For further information, please contact:

Geelmuyden Kiese:

Bettina Vestergaard Færgeman
Mobile +45 2384 0963
bettina.faergeman@gknordic.com

Rosendahl Design Group A/S:

Bente Fallinge
Mobile + 45 2516 0761
bfa@rdg.dk