

Bjørn Wiinblad

Press release, autumn 2017

## Christmas according to Bjørn Wiinblad

Women's faces featured in Bjørn Wiinblad's art throughout his lifetime. Of course, this also applied to Christmas, when his charismatic women took the form of angels, lending a heavenly sweetness and a touch of Nordic folklore to Wiinblad's decorations. Wiinblad was inspired by Eastern mysticism and golden ornaments, and with that in mind Bjørn Wiinblad Denmark is launching this year's new Christmas products: the Lucia Advent Candle Holder with a built-in bowl and Tealight angels with silver and gold embellishments plus glamorous, Oriental-inspired glass ornaments.



Bjørn Wiinblad's contemporaries nicknamed him "nature's cheerful son" for his desire to bring joy with his art, but his fascination with nature was also quite concrete. Few Danish artists have depicted the changing seasons with such true-to-life charm and enchantment as Wiinblad did, and Christmas is of course no exception. Over the years, Wiinblad was behind a number of Christmas ranges, and Bjørn Wiinblad Denmark is now rediscovering and reinterpreting motifs from these for this year's new Christmas design: the Advent Candle Holder, Tealights and Glass Ornaments.

### **Less is not more**

As a maximalist, Bjørn Wiinblad struggled with the art of limitation, but in the case of the Advent candle holder, the design is a set assignment! Obviously, there are only four Sundays – and therefore four candles – in Advent, so the scope for developing the theme lies primarily in the embellishment of the candle holder and the styling of the dish in the centre. This is what makes the Lucia Advent Candle Holder stand out, drawing on the best of both worlds with its roots in the Nordic Saint Lucia tradition and Bjørn Wiinblad's iconic pots with women's faces.

In keeping with contemporary interior design trends, the candle holder is made of chalk-white, glossy porcelain with graphic metallic silver or gold decorations, allowing the styling of the Lucia Candle Holder to steer this year's Advent in a new direction. Fans of a minimalist Christmas will of course fill the spacious porcelain bowl with nature's own decorations, such as pigeon apples, cones and soft spruce sprigs, while the modern *glamourista* will turn up the heat on the styling by adding lots of antique glass beads, coloured sweets in crinkly paper or Advent gifts in trendy wrapping.

Bjørn Wiinblad Denmark has also thought of those who simply can't get enough of the festival of lights in December and who want to add tealights to the cosy Advent ambience, or perhaps create their own, alternative Advent wreath out of a whole host of angels. The Tealight Angel is available in two heights, with different motifs. Like the Advent candle holder, the look is naïve, yet decadently decorated with Wiinblad's distinctive silver and gold stripes, giving the angels graphic lines on their robes and a quirkily pious look in their eyes, while the flame of the tealight burns like an aura.

For the tree, windowsills, on gnarled twigs or as part of a creative still life, three crisp glass ornaments are also being launched in classic shapes: the Bauble, Bell and Icicle. The shapes, convoluted gold patterns and motifs derive from the 1001 Nights Christmas tales, with strong references to the generosity and joie de vivre of Wiinblad's own life, not just at Christmas but all year round.

The Bjørn Wiinblad Denmark Advent Candle Holder (H: 15 cm) with glossy silver or gold embellishments costs EUR 79.95 (RRP)

The Bjørn Wiinblad Denmark Tealight Angel comes in two sizes (H: 14 cm and 17 cm) with glossy silver or gold embellishments, costing EUR 34.95 and EUR 39.95 respectively (RRP)

The Bjørn Wiinblad Denmark Glass Ornaments with gold embellishments are the Ball (H: 9.5 cm), Bell (H: 9.6 cm) and Icicle (H: 15.6 cm) and are priced at EUR 19.95 (RRP)

The range also includes Christmas candles (H: 25 cm) in either white or mint green with gold embellishment, priced at EUR 13.95 (RRP)

These new additions will be available in shops from the beginning of September.

Images and press releases can be downloaded from [www.bjornwiinblad-denmark.com](http://www.bjornwiinblad-denmark.com)

To locate your nearest dealer, please call tel. +45 4588 6633

**For further information, please contact:**

**Geelmuyden Kiese A/S:**

Bettina Vestergaard Færgeman

Mobile +45 2384 0963

[bettina.faergeman@gknordic.com](mailto:bettina.faergeman@gknordic.com)

**Bjørn Wiinblad Denmark:**

Bente Fallinge

Mobile +45 2516 0761

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