

Bjørn Wiinblad

Press release, autumn 2017

## Flowers and feathers

For prolific artist Bjørn Wiinblad, life was a question of poetry and aesthetics – and no object was too small to be beautified. On the contrary, Wiinblad loved to make his mark on the smallest everyday consumer objects, magically converting them into functional art. Bjørn Wiinblad Denmark is now launching two new products to spice up the table: egg cups shaped like little birds, and a salt and pepper set with a flower motif. Wiinblad's familiar blue-and-white universe is also supplemented with a charismatic, beaked flowerpot, which is watered from behind, breaking with convention just as the artist himself did.



Both as an artist and as an individual, Bjørn Wiinblad was a character who liked to blaze his own trail and pay homage to aesthetic experience of things large and small. This made him one of the most popular and best-selling Danish artists in his time, and his flamboyant, cheerful motifs are in high demand again today, with Bjørn Wiinblad Denmark applying them to contemporary industrial design.

Bjørn Wiinblad's enormous productivity as an artist wasn't just a way to put food on the table: he simply couldn't resist decorating and unleashing his imagination on every object he came into contact with. Like women's faces, birds are a recurring motif – they recur throughout Wiinblad's art, with their splendid feathers, soft, curved wings and pointed beaks. Also in 2017, this autumn's new egg cups, salt and pepper

set and flowerpots find inspiration in Wiinblad's fascination with birds. At the same time, they are super-practical.

### **Birds from the front and back**

Like the candle holder, the egg cup is a must have in contemporary interior design, and we just can't resist upgrading or adding to our collection. Perhaps this is because there is something inspiring about the miniature format which calls for colours and patterns that match current table-setting trends or the kitchen's colour scheme. Whatever the reason, there's good news for Wiinblad fans when the season's chubby egg cups with bird motifs land on your plate. The white porcelain with the iconic blue glaze is full of good taste, and you can even get matching condiments for your morning egg. Also being launched at the same time as the egg cup design is a salt and pepper set in a classic design with rows of flowers and a single sparrow on a twig to complete your morning ritual, ensuring there's birdsong even on a dark winter's day.

As the evenings draw in, green plants are a must indoors, too, both on the windowsill and tables, where succulents, cacti and exotic little ferns brighten up our homes, creating a lush, trendy atmosphere. This autumn's new flowerpot fits the bill perfectly. At 16 cm in circumference, the bird flowerpot is big enough to make its distinctive mark without dominating the room, while its quirky design is undeniably charming. The flowerpot epitomises the Wiinblad style from its porcelain beak to the tip of its tail, and it has a beautiful, off-the-wall personality with an extra finesse that lets you water it from behind by pouring water into the bird's open tail to literally make your home flourish.

The Bjørn Wiinblad Denmark Egg Cup (H: 4.5 cm) is priced at EUR 26.95 (RRP) for a set of two.

Bjørn Wiinblad Denmark Salt and Pepper Set (H: 6 cm, price EUR 19.95 (RRP).

Bjørn Wiinblad Denmark flowerpot (Ø: 16 cm, price EUR 46.95 (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

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