

Bjørn Wiinblad

Press release, spring 2018

Lighting up the onion canister

Last year, when Bjørn Wiinblad Denmark launched the charismatic “Flower Head”, this represented a step towards a more minimalist look for Wiinblad’s familiar universe. A few individual flower stems poking through the pattern of holes in the head are enough to create the illusion of lush floral art, and bearing in mind the huge popularity of the flower head, Bjørn Wiinblad Denmark is now taking this experiment in design further. This spring, it is time for a new take on another everyday classic utility item – the Tea Light Holder. Taking its design inspiration from Wiinblad’s iconic onion canister and the pattern of holes from the flower head, it invites you to a festival of light indoors and outdoors, accompanied by two different tea light holders incorporating the flower power effect.



Throughout his life, Bjørn Wiinblad worked according to the artistic mantra that there was no object so insignificant or unglamorous that it could not be embellished and beautified. As far as he was concerned, the approach was the same, regardless of whether the project was biscuit tins, poster art or porcelain for the Shah of Persia – and his democratic approach to design has made the onion canister one of the best-known and most coveted Wiinblad designs today. The onion canister was originally one of the most overlooked everyday heroes of the kitchen, keeping the light out and keeping the vegetable fresh, but Wiinblad’s interpretation opens up the onion canister to completely different, elevated purposes with its slender oriental neck and elaborate decoration, making it a highly desirable collector’s item. With this in mind, Bjørn Wiinblad Denmark is now launching an alternative rendition of the tea light holder for 2018, based on the

archetypal style of the onion canister but, contrary to its original purpose, flooding its surroundings with light through its delicately cut out floral reliefs.

Filled with light, not onions

Converting Wiinblad's iconic onion canister into lanterns is literally a bright idea – and Wiinblad would undoubtedly have approved. He frequently hosted purely candle-lit dinner parties, and this spring's new tea light design provides ample opportunity to brighten things up, both indoors and outdoors. The tea light holders are available in two different sizes, for both block candles and tea lights, and look magnificent in decorative clusters, beaming light into the room with a cosy aura. The biggest tea light holder is in two parts, where the top lifts off to light the block candle, and both the small and the large "onion lamps" are decorated with grey floral motifs and cut-out, stylised flowers, for a contemporary, graphic look.

There is another new item for this spring's floral festival of light – the Flowerhead Tea Light Holder. There are two different versions of the Flowerhead design and, just like its sister-design, it is sprinkled with decorative holes, in the shape of flowers and leaves. The embellishment comes from Wiinblad's distinctive illustrations of women with almond-shaped eyes and imaginative hairstyles with floral embellishments. As a celebration of Wiinblad's characteristic artistic manner, the smallest Flowerhead tea light holder is decorated with a woman's face, smiling discreetly, spreading light and a cosy atmosphere on the table.

The Bjørn Wiinblad Tea Light Holder in white porcelain with grey motif is available in two sizes (H: 13 cm and 22 cm), priced at EUR 27.95 and EUR 54.95 (RRP) respectively.

The Flower Head Tea Light Holder in white porcelain is available in two variants, each costing EUR 24.95 (RRP):

Tea Light Holder (Ø: 12 cm) with decorative holes designed as leaves and petals.

Tea Light Holder, set of 2. (H: 5 cm) with decorative holes, painted with a woman's face in grey.

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

Images and press releases can be downloaded from 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

Bjørn Wiinblad Denmark:

Bente Fallinge

Mobile +45 2516 0761

bfa@rdg.dk