

Bjørn Wiinblad

Press release, spring 2018

## Wiinblad egg-stravaganza

Bjørn Wiinblad is renowned as the multi-artist of Danish design, but this world-famous ceramic artist had a multi-faceted social life, too. He loved to surround himself with people from all backgrounds, and enjoyed taking every opportunity to show friendship. This was especially so at Easter. Each year, Wiinblad would produce a limited edition of Easter eggs, carefully numbered and given to friends and close family. The Easter eggs never went into production, but now Bjørn Wiinblad Denmark is giving everyone a chance to get close to the genial Wiinblad with the new Bonbonnière and Easter Hanger, with their roots in the story of Wiinblad and pert, budding spring flowers.



If you visit the artist Bjørn Wiinblad's home, "Det Blå Hus" ("The Blue House"), in the spring, it looks almost as stunning outside as inside. Entirely in the spirit of Wiinblad, the garden is embellished with a sumptuous white magnolia, its heavy flower heads creating a magnificent contrast with the blue woodwork as a living symbol of Wiinblad's fascination with the blue-and-white colour combination. The story goes that the Queen of Denmark at that time received an Easter egg every year when she visited Wiinblad to see the magnolia in bloom – and now there is good news for anyone with a penchant for majestic Easter embellishments. Inspired by Wiinblad's flower-loving, generous traditions, a new Bonbonnière design and porcelain egg have now been launched, bearing a graphic pattern of holes – just in time for Easter and spring table settings.

### **For stems, sweets and silk ribbons**

Most people associate Wiinblad's artistic style with his expressive women's faces, which became his hallmark. As a genuine maximalist, however, Wiinblad packed so much detail into his motifs that there is an extensive array of motifs under the surface just asking to be lifted and used in new ways. This is particularly true of the stylised flower decorations and cut-outs that comprise the motif on this spring's new bonbonnière and Easter hanger. These make them much more minimalist than is generally the case in Wiinblad's designs. With inspiration from the popular "flower heads" launched by Bjørn Wiinblad Denmark last spring, these porcelain cut-outs are not merely ornamental, but intended to support flower stems, expanding the potential uses of the bonbonnière for everything from marzipan Easter eggs to delicate Easter flowers or succulent green twigs. Not least if the bonbonnière – available in two sizes – is displayed in pairs, adding variety of both height and content.

Despite its name – the Easter hanger – the other new product this spring is versatile, drawing on more than the Easter tradition. In the on-trend moss green colour and pure classic white, the hangers can be used as decorative objects hung on twigs, on the window sill or in a bowl on the table whatever the season, and creative souls could also customise the hangers as little "flower balls" by inserting sprigs through the cut-outs, in keeping with the bonbonnière. The Easter hangers come with white silk hangers embellished with Bjørn Wiinblad's distinctive signature in silver thread, and are also sold in a boxed set of two, which makes them ideal for giving to the hostess or other special friends – entirely in keeping with what Wiinblad himself would have done.

The Bjørn Wiinblad Bonbonnière in white porcelain with purple embellishment is available in two sizes H: 11.2 cm priced at EUR 34.95, and H: 15.7 cm priced at EUR 54.95 (RRP).

The Bjørn Wiinblad Easter Hanger (H: 5 cm) is available in the colours Dusty Green with Grey, and White with Pink embellishment, priced at EUR 17.95 each (RRP). The Easter hangers are also sold as a set of two, priced at EUR 34.95 (RRP).

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](http://www.bjornwiinblad-denmark.com)

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

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