

Bjørn Wiinblad

Press Release Autumn 2018

New neutrals from Bjørn Wiinblad

Maximalism is on trend right now, with both the domestic and international design scene turning up the volume on colours, patterns and textures – just as Bjørn Wiinblad has always done. Throughout his long artistic career, Wiinblad always went his own way, unswayed by the fads and fashions. So it is unsurprising that Bjørn Wiinblad Denmark is launching a new trend that goes against the grain of today's maximalist style. In autumn 2018, the brand is introducing a series of unpainted white porcelain figurines that reinterpret Wiinblad's world-renowned "The Four Seasons" series, leaving the observer and the intensity of the porcelain itself to reveal their own unique story.



The passing of years and the changing of seasons – along with women with almond-shaped eyes – are among Bjørn Wiinblad's favourite subjects. He was able to capture the charm of individual months and different seasons like no one else, and recently, his renowned seasonal plates have become popular again in the modern home. Now it is the figurines' turn, as Bjørn Wiinblad Denmark marks the 100th birthday of the multi-talented artist this autumn with the launch of one of Wiinblad's most iconic designs – The Four Seasons. Unlike the original painted versions, the four seasons – Spring, Summer, Autumn and Winter – are crafted entirely in white, allowing the viewer's imagination to bring colour to the seasons.

A sculptural statement

Sculptures, busts and figurines are now top of the list for must-have home adornments. A few well-chosen decorative accessories, a stack of books and a single figurine come together to create a stunning collage on

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a side table, bookshelf or the corner of a desk. With this new interpretation of The Four Seasons, Bjørn Wiinblad Denmark hits this trend on the mark. The unpainted surface of the figures gives any decor a vintage touch, while the matte porcelain matches perfectly with the marble and sleek surfaces of modern interior design.

Each of the collection's figurines represent one season, with the monochrome porcelain bringing out the intricate details of the design and highlighting the delicate handicraft of each piece. Each figurine is moulded, with individual details subsequently added by hand to give each a unique look. All of the Wiinblad women have their own charm and personal expressions, too. For example, autumn aficionados will find it hard to resist that figure's sophisticated attempt to hold her hat in the blustery winds of October, while Ms. Winter gracefully wears her fur muff – perfectly dressed for the Nordic cold.

The Four Seasons series is comprised of Spring (H: 19 cm), Summer (17 cm), Autumn (18 cm) and Winter (19 cm) and are each priced at EUR 39.95 (RRP)

The Four Seasons figurines will be available from mid-September.

Photos and press releases can be downloaded from www.bjornwiinblad-denmark.com

Call +45 4588 6633 to find a dealer in your location.

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