

Bjørn Wiinblad

Press Release Spring 2016

Cylindrical charm

The cylindrical vase and round platter are two of Bjørn Wiinblad's signature products. Throughout his life, he decorated these two design objects with various motifs and colours, because the round shapes are a perfect match to Bjørn Wiinblad's fantastical style, giving them plenty of room to romp on the bottom of the platter and the sides of the vase. Now, Bjørn Wiinblad Denmark is adding to the story about Denmark's great multi-artist with the introduction of two new round platters, two cylindrical vases and a votive candleholder that rounds off Bjørn Wiinblad's classic designs with a contemporary twist.



Bjørn Wiinblad's motifs often circled on the woman. With his characteristic style, he depicts the woman both in portrait and full-length and always with a wealth of detail that elevates the motif from mere decoration to a little story. The designs feature wild forests of hair, flora, fauna and colours, for Bjørn Wiinblad enjoyed covering the entire surface and making full use of the motif's features. His preference for cylindrical forms therefore seems logical. There are no sharp corners to break up his soft brush strokes, and the surface of the cylinder shape is ideal for unfolding the motif and making the design an experience from every angle. This attractive design feature also characterises this spring's new products from Bjørn Wiinblad Denmark: cylindrical vases, round platters and a votive candleholder.

Maximalism & multifunctionalism

This spring, the ultimate new product for all Bjørn Wiinblad fans is the round platters *Verona* and *Philippa*. Long-time fans will heartily welcome the multifunctional serving and decorative platters back to the contemporary Bjørn Wiinblad universe, while new fans will experience for the first time the decorated side edge that makes Bjørn Wiinblad's design objects little works of art, both inside and out. The round platters come in two sizes, each with their own motifs in the trendy colours grey and petal, ideal as a decorative home for trinkets at the centre of the coffee table as well as for serving everything from croissants on the breakfast table to sweets or even sushi, where the maki roll's beautiful shape is reiterated by the platter, making the meal even more appetising.

The colour grey is new in the Bjørn Wiinblad range. The popular shade is used on many of the new products this spring, with the votive candleholder *Linette* and the cylindrical vase *Olympia* both going grey, giving Bjørn Wiinblad's classic strokes a stylish look. When the vase and candleholder are used together, the design achieves an almost sculptural effect, which can be enhanced or toned down depending on the number of candleholders used with or without flowers as suits your tastes. The cylindrical vase also comes in a smaller size with a blue motif, *Lily*.

Linette votive candleholder (H: 6 cm), grey, EUR 14.95 (RRP)

Lily cylindrical vase (H: 18 cm), blue, EUR 54.95 (RRP)

Olympia cylindrical vase (H: 24 cm), grey, EUR 99.95 (RRP)

Verona round platter (Ø: 20 cm), petal, EUR 54.95 (RRP)

Philippa round platter (Ø: 24 cm), petal, EUR 69.95 (RRP)

The new products from Bjørn Wiinblad Denmark are made from white porcelain with hand-applied motifs and will be available in stores from early March 2016.

For the dealer nearest you, please call +45 4588 6633.

Find out more at: www.bjornwiinblad-denmark.com

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