



BY APPOINTMENT TO THE
ROYAL DANISH COURT

KAY BOJESEN DENMARK



ALPHABET BLOCKS

Kay Bojesen's famous wooden figures are often deemed to be "toys", but the Royal Guardsman, the Monkey and the other animals are first and foremost design objects that appeal to the child in each one of us. However, Kay Bojesen did also design for children, and now, for the first time, Kay Bojesen Denmark is launching the Alphabet Blocks.

The blocks first saw the light of day in the late 1950s, and today their intelligent design is still packed with opportunities for little tots to play and to learn. Kay Bojesen has always been renowned and loved for his playful approach to design. "There has to be a circus element to it," he used to say, but this good-natured designer also had gravitas. Kay Bojesen was a supporter of modern principles of learning, and over the years, he created a number of designs that unite play with learning. One such example was the

"Alphabet Blocks", which Bojesen developed as a spelling tool for Danish primary schools and, later, many nursery schools, too. The design was never put into production outside the classroom, but Kay Bojesen Denmark is doing something about that now! In autumn 2014, the design company is relaunching these attractive solid beech blocks and thus invites all children to play some old-fashioned s-p-e-l-l-i-n-g g-a-m-e-s. Parents who appreciate great design are welcome to join in the fun! The Kay Bojesen blocks and storage box are made of treated beech and cost DKK 499.95 for a box of 33 straight-sided blocks and 33 curved blocks, making a total of 66 pieces.

Product number 39440

VISUALS

