

ARCHITECTMADE

Danish BIRD – worldwide comeback

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A small Danish bird family has yet again succeeded all over the world.

The world-famous BIRD had great success in the middle of the 20th century. Ever since it has lived a life in silence. Now it has flown out in the world and direct into the front page of the Museum of Modern Arts catalogue. The BIRD is handmade in Denmark in Danish oak, and it is available in leading design stores worldwide.



The BIRD family

Kristian Vedel (1923 – 2003) designed his family of BIRDS - children, parents and grandparents back in 1959. Though only the small BIRD was set in production, it quickly became one of the most successful Danish wooden products from the fifties and sixties. Today, the entire expressive BIRD family has been re-introduced. One year ago Museum of Modern Art (MoMA) placed the little BIRD on the front page of their catalogue, which is posted to more than half a million people worldwide.

“The BIRDS are the essence of Danish design.” Says Morten T. Jensen, manager of ARCHITECTMADE, and next he goes into detail about how the BIRDS high functional and aesthetic value together ad long-term validity to the design.

Classically timeless products

The BIRDS are all handmade by a small wood turner in Denmark who only uses high quality smoked and natural oak wood. By tilting their heads in virtually any direction, the BIRDS can express every frame of mind - happy, sad, curious, alert, etc. The bodies can be turned upside down making it either a male or a female.

The BIRDS combine functionalist demands for simplicity and clean lines with a passion for exploring the possibilities of organic forms.

“BIRDS distinctive form language makes them architectonic elements themselves.” Says Morten T. Jensen, manager of ARCHITECTMADE and continues *“we strive to imbue our surroundings with a unique and harmonious atmosphere trough functional and aesthetical design objects.”*

BIRD Small (height 75 mm and diameter 40 mm), £25. BIRD Large (height 120 mm and diameter 65 mm) £35. BIRD Chubby (height 105 mm and diameter 96 mm) £45.

Available now in all leading design stores – for your nearest retailer please visit <http://architectmade.com/shops.asp>

For more information, please visit our website www.architectmade.com

To download high-resolution pictures please visit: <http://architectmade.com/pictures.asp>

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Fact box

ARCHITECTMADE is dedicated to bringing you the best of modern Danish design, created throughout the 1950's and 1960's by the most prominent Danish architects such as Jørn Utzon og Poul Kjærholm.

Our company brings you an exclusively selected handful of unique and intelligent design classics from this much celebrated era, such as Kristian Vedel's little BIRD family and Finn Juhls Turning Trays. Majority of our products are produced in Europe and sold in the US, Japan and a number of countries in Europe

In creating each object, every architect has produced a clean-cut and extensively thought out design, where form and function cooperate to create a timeless appeal of the final product. With this in mind, each internationally recognized Danish architect has designed products, which can nowadays proudly bear the label of a "design icons."

All of our products are made following the highest possible standards and are sold exclusively in the leading design retailers all over the world, including the Museum of Modern Art in New York, Skandium in London and Guggenheim in Berlin.