

Pressrelease

## The multifunctional **SPRING** glass is re-launched in celebration of Jørn Utzon's 90<sup>th</sup> birthday

*In the wake of the world-famous Danish architect Jørn Utzon's birthday we are introducing his versatile **SPRING** glass. It is designed according to his half a century old drawings, which were made before he won the competition for the Sydney Opera House.*



### **A modern classic**

Utzon's earlier products have never been previously produced. For this reason we have joined forces with him in order to launch his half a century old drawings of the multifunctional glass bearing the name **SPRING**.

Jørn Utzon reveals that the idea behind this glass came to him during a study trip in New York in 1949. Here Frank Lloyd Wright held up a glass and asked what the essence of a glass is. The young Utzon replied: *"The greatest importance of a glass is the space within."* Following this, he designed the **SPRING** glass, whose major focus is on the usage of the space within it, along with the characteristic manner in which the liquid flows from it. He named the glass **SPRING** due to its shape, which evokes the feeling of sipping from a crystal clear mountain **SPRING**.

*"It is delightful to see such a designer gem to finally be produced after so many years. When I saw the original drawings, Jørn Utzon and I instantly agreed that it would be exciting for them to see the light of the world for the first time"* says Morten T. Jensen, director of ARCHITECTMADE.

### **Facts about **SPRING****

**SPRING** is purely handmade from the highest quality glass. The glasses can be stacked on top of each other and can be safely washed in a dishwasher. The secret of the multifunctional glasses lies in their absolute versatility, as they can be used to serve anything from iced water, to sophisticated cocktails and even cognac. From this it is clear that the multifaceted glass sets no boundaries to the imagination of its user.

### **SPRING and the Opera**

The **SPRING** glass was designed shortly before the iconic Sydney Opera House, which is one of the current Seven Wonders of the World. It provided Jørn Utzon with the reputation as one of the greatest architects of the 20<sup>th</sup> century. He explained that the essential use of the Opera House is to bring good people together for a good cause and to accommodate their wishes and serve them well. The exact same idea lies behind the multifunctional **SPRING** glass, which can be used in any situation in the daily life. The glass is an exclusively timeless piece, which channels Utzons creative genius into the modern home.

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