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Clean lines and subdued simplicity – the Scandinavian way to serve food

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From fashion to design, Scandinavia is known for clean, structural and functionalistic style with no frills. The understated Wooden Tray by the architect Jørgen Høj encompasses all of the trademarks, bringing with it a bit of modern Scandinavian cool to your table.



The Wooden Tray by the modern architect Jørgen Høj seemed to be working under the credo ‘the simpler the better’ when designing this clean-cut tray, which has now become a Scandinavian home must. A close co-worker of the celebrated Poul Kjærholm, Høj’s design philosophy centered on letting the material and functionality shine through.

Going back to the roots, literally, is what inspired this subdued yet elegant tray. Once touched, its inviting velvety smoothness is difficult to resist, and more often than not people find themselves stroking the soft wood as it is incredibly pleasant to the touch, and who wouldn’t want to surround themselves with pleasant and warm materials?

By connecting the tactile sensation with the anticipation of gustatory experience, Jørgen Høj sought to involve as many senses as possible when using this deceptively simple tray.

Not all wood was created the same

The secret behind its palatable velvety smoothness lies in the 100 to 150 years old hand picked Danish maple wood that was the material of choice for the Wooden Tray. No other material could provide right balance of lightness, smoothness and rigidity needed.

The relative rarity of this material and the attention to the smallest detail in every step of its production is what makes this tray an experience to behold at home, as it is handmade in Denmark by PP Møbler in the highest quality.

Ideal for serving sushi, nuts and all other culinary inventions, the Wooden Tray makes one wonder why one would use anything else but wood for serving food.

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.