



BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK

GEORG JENSEN

ESTABLISHED 1904

INTRODUCING

THE URKIOLA COLLECTION



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GEORG JENSEN COLLABORATES WITH DESIGNER PATRICIA URQUIOLA ON INNOVATIVE STAINLESS STEEL COLLECTION

Georg Jensen debuts a powerful new look in stainless steel tableware in its latest design collaboration, with internationally renowned Spanish designer and architect Patricia Urquiola.

In her work, Urquiola focuses on material, colour and surfaces - she particularly enjoys challenging conventions and adding new textures. By designing it with difficult-to-achieve ribbing and applying a PVD finish, she pushed the technical boundaries of stainless steel, a material long favoured by Georg Jensen. PVD is a material that creates a durable, scratch-resistant surface. For this collection, Urquiola chose PVD in a rose-gold colour to add a warm contrast to the clean and refined look of the stainless steel.

Referencing designs from the Georg Jensen archives, including the ribbed lines of the Bernadotte cutlery, designed by Sigvard Bernadotte Prince to Sweden, Urquiola achieved a new

and contemporary look in the pitchers, bowls, vases, candleholders and tray of the collection. "The simplicity of stainless steel feels warm and masculine with its PVD finish," Urquiola says, "and the stripes give it a striking elegance. Challenges are what move design forward, and I'm so proud of what we've achieved here."

Georg Jensen Chairman and Chief Creative Director David Chu says: "It's been an honour to work with Patricia. Her collection marks an important design evolution for Georg Jensen, as she has helped us see stainless steel in a new context. The look has a contemporary elegance, but with great references to our history. Together, these qualities are the hallmarks of an exceptional Georg Jensen design." The Urquiola Collection will launch worldwide in August 2016.

About Patricia Urquiola:

Patricia Urquiola is an internationally renowned Spanish-born designer based in Milan. She studied architecture at the Technical University of Madrid and the Polytechnic University of Milan and her work is exhibited in many museums. She is the recipient of multiple prestigious design awards from governments, magazines and institutions worldwide.

About Georg Jensen:

Georg Jensen is a Danish design house renowned for artistic boldness, superior craftsmanship and creative collaborations with some of the leading designers of the past century and today. Founded in 1904 by master silversmith Georg Jensen, the company offers collections that include fine jewellery, watches, sterling silverware, men's accessories and a home collection. Georg Jensen has more than 110 stores worldwide.



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