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GEORG JENSEN

ESTABLISHED 1904



GEORG JENSEN INTRODUCES THE MANHATTAN COLLECTION

From decadent champagne buckets to elegant coasters and corkscrews, Georg Jensen introduces the comprehensive new bar collection, Manhattan.

Crafted in sleek, mirror polished steel, the 17-piece series was inspired by iconic, Art Deco marvels like the Empire State and the Chrysler Building in its namesake New York City.

Repurposing the clean lines and geometric symmetry at the heart of the Deco aesthetic—which has always been an integral part of the Georg Jensen design legacy. Manhattan is a bold, 21st century homage to the enduring glamour of cocktail culture.

Inspiration was also found closer to home in Copenhagen, as the collection's in-house designer, Sanne Lund Traberg, sifted through the company archives – a treasure-trove of sketches, photographs

and original objects from more than a century of Georg Jensen masterworks. Of particular interest to Traberg was the stepped motif used extensively in Pyramid, a collection designed by Georg Jensen legend Harald Nielsen in 1922.

By adjusting the scale and proportion of Nielsen's classic design, while nodding to the bold silhouettes of New York's storied skyline, Traberg has infused classic Georg Jensen language with new flair in an architectural collection with a decidedly contemporary edge.

"It's wonderful when we can look backward and forward at the same time, and it's important that today's designs have a strong link with our history," Traberg says of the collection. "Art Deco is of course very important to Georg Jensen, but with Manhattan we've presented a more modern expression of that era."

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