

WOODEN ANIMALS

PRESS RELEASE

ADDITIONS TO THE FAMILY

PRESS RELEASE 2018

THREE NEWBORNS HAVE JOINED WOULD'S AFRICAN ANIMAL FAMILIES, WHICH IS MADE FROM SOLID OAK. AN ELEPHANT CALF, A RHINOCEROS CALF AND A HIPPOPOTAMUS CALF. JUST LIKE THEIR MOTHERS AND SIBLINGS, THEY HAVE THE CHARMING EXPRESSION, LOVABLE SHAPES AND DEEP BLACK EYES, WHICH GIVE THEM A VIVID LOOK.

WOODEN ANIMALS WITH PERSONALITY

THE THREE ANIMAL FAMILIES CAPTURE THE NATURE OF THEIR FAMILY MEMBERS LIVING AT THE AFRICAN SAVANNAH. THE EXPRESSION OF HIBO, NUNU AND RINA CAN CHANGE AS THE HEAD CAN BE TILTED TO EITHER SIDE GIVING THEM A CHARMING AND WONDERING LOOK ON THEIR FACE. ON ITS OWN OR TOGETHER WITH ITS FAMILY, THE ANIMAL WILL BRING ENJOYMENT TO ANY ROOM IT ENTERS.

DRIVEN BY THE INTERACTION

HIBO, NUNU AND RINA BUILD UPON AN OLD TRADITION AMONG DANISH ARCHITECTS AND DESIGNERS TO MAKE EXPRESSIVE WOODEN SCULPTURES. THEY ARE DESIGNED BY THE DANISH DESIGNER STEFFEN JUUL. A GRADUATE FROM THE DANISH DESIGN SCHOOL. SINCE 1996, HE HAS BEEN RUNNING HIS OWN STUDIO WITH GREAT ATTENTION TO CREATE INTERACTION BETWEEN THE DESIGN AND THE USER.

"IT IS THE ENTHUSIASM AND CONNECTION TO THE DESIGN THAT MAKES THE USER INTERACT WITH IT. I AM DRIVEN BY THE ATTRACTIVENESS OF A DESIGN. THROUGH THE DESIGN PROCESS MY FOCUS IS ALWAYS TO IMAGINE ME THE USER'S EXPERIENCE OF THE DESIGN," SAYS STEFFEN JUUL.

THE ANIMALS COME IN THREE SIZES.



DESIGNER
STEFFEN JUUL

LAUNCH
2016

CATEGORY
ACCESSORIES

MATERIALS
SOLID OAK

PRESS INFORMATION
FOR FURTHER REQUESTS, PLEASE
CONTACT WOUD@PRESS.DK

FOR IMAGE DOWNLOADS GO TO
WOUD.PRESSCLOUD.COM

FIND A RETAILER NEAR YOU AT
WWW.WOUD.DK