

PRESS RELEASE

Jens Martin Skibsted designs new Nordic tableware with Bjarke Ingels and Lars Larsen for Royal Copenhagen

- *HAV, porcelain for the timeless now*

Copenhagen, Denmark April 8, 2019.



In 2009, Royal Copenhagen approached the Copenhagen based design group KiBiSi. The Danish design trio is revered for its ability to create functional and aesthetic hybrids by merging their respective abilities within design, architecture, and ideation. Jens Martin Skibsted's collaboration with Bjarke Ingels and Lars Larsen applied this ability to dinnerware for renowned Danish porcelain manufacturer Royal Copenhagen.

Inspired by the Danish sea and Japonaiserie, HAV is the result of a 10-year product development. The HAV dinner service takes its name from the Danish word for 'ocean' and consists of 9 pieces with subtle fish scale ergonomic ornaments.

Royal Copenhagen's distinctive design is a big part of Denmark's cultural history and its classic style continues to be a magnet more than 240 years after its founding. "We have worked on creating something that stays elegant and relevant in the long run and goes beyond temporary sensitives – in line with tradition and sustainability" Jens Martin Skibsted adds in that context. Working with porcelain has been a new challenge Skibsted says, since "we cannot fully control the way the material falls. The lines between ancient artisanry and contemporary design were

blurred." And adds "Multifunctionality, modernity and sustainability have been a central to the design both in terms materially and aesthetics".

KiBiSi's purpose-driven aesthetic and hedonistic sustainability fits well with Royal Copenhagen's Flora Danica 'Blue Fluted' dinner service in production since 1790.

HAV's exclusive release takes place this morning at Milan Design Week. The collection will be available in Royal Copenhagen stores from August 2019 on. For more information about the collection, please visit apassionforblue.royalcopenhagen.com/hav.

To download picture portraits go to <http://skibstedid.com/visuals/portrait/>.

Media inquiries

For all media inquiries please contact lvl@skibstedid.com or +45 7022 9900.

Jens Martin Skibsted will be available for interviews in Milan, from 08. - 10. April 2019.

- 08. April: Grand opening & Press preview, 10:00 AM - 9:00 PM (press, VIP's, designers)
- 09. - 14. April: Exhibition opening, 10:00 AM - 8:00 PM (general public)

The address of Royal Copenhagen's venue is Via Mauro Macchi 82A, 20127 Milan, Italy.

Follow Royal Copenhagen on Instagram for more information on the revelation at Milan Design Week: www.instagram.com/royalcopenhagen.

About KiBiSi

Founded by Lars Larsen, Bjarke Ingels, and Jens Martin Skibsted, KiBiSi is a Copenhagen based, idea-driven industrial design collab. KiBiSi works with culturally leading brands and fortune 1000 companies. Each partner contributes with intelligence and experience from within the field, providing KiBiSi with cutting edge knowledge and know-how within architecture, design, furniture, electronics, transportation, contemporary culture, and lifestyle. KiBiSi is committed to making a lasting design that carries strong ideas. For more information, please visit www.kibisi.com

About Jens Martin Skibsted

Jens Martin Skibsted, VP of Freethought & Mobility Design at Strategic Design Group, is a multiple award-winning designer, entrepreneur, & design philosopher. Best known for his urban mobility designs for Biomega, & collabs with design superstars such as Marc Newson & Bjarke Ingels. He has helped found design consultancies incl. Skibsted Ideation, KiBiSi and Strategic Design Group. His designs live in the collections at the MoMA, Le Cnap, Designmuseum Danmark, SFMOMA etc.

He is the Co-Chair of the World Economic Forum's Global Future Council on Entrepreneurship. He is the Vice-Chair of the Danish design cluster, Design2Innovate, & in the board of the Danfoss Foundation, Biomega, Strategic Design Group & the Danish Design Center; Formerly the Chairman of the Danish Design Council, Vice-Chair of W.E.F.'s Global Agenda Council on Design & innovation, & advisor to the INDEX prize & Mindlab.

He is a Young Global Leader alumnus who spoke at Davos, DLD, TED & more, & a published author, & ad hoc expert blogger for The Huffington Post, Harvard Business Review, Børsen & Fast Company.

About Strategic Design Group

Strategic Design Group, based in Copenhagen and Aarhus, Denmark, is a full-service design strategy agency. Strategic Design Group creates business critical experiences for the future, departing from the current way of working; Based on the philosophy that today cannot be a recipe for tomorrow. Simply put, the strategic design consultancy you need to propel your business ahead: Independent and courageous - from the core and out. Shaped by a team of people-first, forward-focused and rapid results-driven makers, innovators and strategists. Your strategic design partner beyond...".