

# ARCHITECTMADE

## PRESS RELEASE: THE OWL

### ARCHITECTMADE

ARCHITECTMADE specializes in the production and promotion of products designed by architects from the 1950's and 60's. The architects are characterized by simple and clean designs, in which form and aesthetics play a key role. The products are handmade in the highest possible quality and are sold in leading design stores throughout the world.

### THE STORY

As a young boy, Poul Anker grew up surrounded by greenery in the heart of the island called Bornholm. He was especially fascinated by owls and often observed the mystical creatures in twilight hours as they sat high in trees and howled into distance. One time during the evening hours an owl descended extraordinarily close to Poul and let out an extraordinary sound.

Fascinated by the encounter, Anker took to the workbench in 1960 to create his own interpretation capturing the mystical, yet serene bird.

For Anker, the Owl encompasses both childhood memories and the qualities of wisdom and magic, which owls are often associated with. A true celebration of creativity and the essence of the bird, the Owl is as minimalist as it is expressive. The body and the head are connected by a strong magnet, enabling the Owl to turn its head in wonder, curiosity or happiness.

### THE ARCHITECT

A veterinarian by profession, Poul Anker Hansen began his design career by making small gifts for himself and his family. Much like the other architects at ARCHITECTMADE, Anker's design philosophy is based on pure passion for creation that culminates in making every day objects, which bring joy to one's life.

### Details

The Owl is made out of oak wood and its head and body features a strong magnet. Available from August 2012.

Height: 15 cm

Recommended Retail Price: 75 Euro



For more information please contact PR Manager Sarah Kirkemann at +45 20 30 60 23 or [sarah@architectmade.com](mailto:sarah@architectmade.com) List of retailers along with high resolution pictures can be found at [www.architectmade.com](http://www.architectmade.com)