

>> *One of the eternal laws of our planet is action - reaction; in nature and in culture. A creation demands a reaction. The success of a creation is dependent upon commitment, idea, communication and the evolutionary process until perfection is reached. Being aware of these components, one can achieve results that reduce vulnerability and strengthen recognition and survival. <<*

**TIMOTHY JACOB JENSEN**

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## INTRODUCTION

Established in 1958, Jacob Jensen Design is Scandinavia's oldest and most award-winning design consultancy. With more than fifty years of insight into design, innovation, communication, sustainability and technology, Jacob Jensen Design provides a wide range of services for clients all over the world, helping them become leaders in their industry.

### CREATIVE SERVICES

- Product Design
- Graphic Design, Branding and Communication
- Public Space and Interior Design

### JACOB JENSEN PRODUCTS

- Timepieces and jewellery
- Kitchen and living collection
- Automotive accessories
- Smart products

### EDUCATION

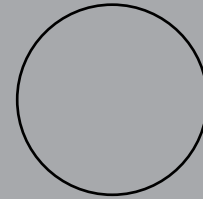
- Educational programmes
- Lectures and workshops



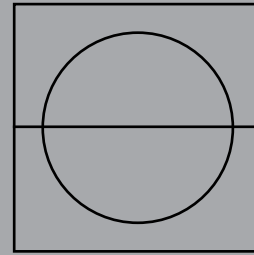
**PURE**



**PERFECT**



**ENDURING**



**NIGHT AND DAY**

## VALUES OF JACOB JENSEN DESIGN

**PURE:** Pure form, pure function. We aim to combine form and function in a beautiful, understated way, making the form so clear that the function is obvious and the function so clear that the form could not be anything else. We are aware of our responsibility to nature and humanity; to the aesthetics of daily living; to honesty: If it looks like glass, it is glass, if it looks like metal, it is metal.

**PERFECT:** We can never reach the perfect horizon. We may catch a brief glimpse of it, and that spurs us on deeper and further. The essence of our products is our search for perfect functionality and perfect composition.

**ENDURING:** Endurance means producing new ideas and designing products that will last. It is about producing an intelligent solution that makes sense both now and in the future. Endurance also means keeping up sustainable qualities in terms of both material and construction.



## JACOB JENSEN DESIGN

Clean surfaces, which upon closer investigation reveal a rich inner life. Clear lines and sharp edges that invite you to investigate further. A delight to the eye. Calm acceptance in the mind. An invitation to embrace.

This is not a description of our design work, though it could be. It is a description of the view from the rather remarkable house in Denmark where Jacob Jensen Design has had its headquarters for more than a quarter of a century. The view continues to inspire our designers around the world.



## HERITAGE

Jacob Jensen was among the last of the great Danish designers belonging to the golden era of the 1950s known as Danish Modern. He was the first Dane to train as an industrial designer and is considered a pioneer in Danish corporate history.

Jacob Jensen is particularly well known for the groundbreaking design language he developed for Bang & Olufsen. The new design profile transformed the company from a Danish quality brand to an international icon.

The partnership between B&O and Jacob Jensen started in 1964 and continued in various forms until 1991. All in all, Jacob Jensen was responsible for 234 products including the award-winning, iconic Beolit 400, Beogram 4000, Beomaster 5000 and Beomaster 1900 to name a few. Although Jacob Jensen's fame is primarily due

to his B&O designs, he designed several hundred other products for a wide range of clients.

Jacob received more than 100 international awards and is represented at museums across the world. In 1978, The Museum of Modern Art (MoMA) emphasised his international significance with its exhibition *Bang & Olufsen - Design for Sound by Jacob Jensen*. At the time, the New York Times wrote in its review that Jacob Jensen's work for B&O alone was *more than enough to secure him a prominent place among the industrial designers of the 20th century*. MoMA in New York has included 19 Jacob Jensen Design products in their design collection.

Jacob passed away on the 15th of May 2015. He was 89 years old.

## GENERATION TO GENERATION

In 1990, Jacob Jensen handed over management of Jacob Jensen Design to his son Timothy Jacob Jensen. He was apprenticed to his father from 1978 to 1981, and today Professor Timothy Jacob Jensen is the main shareholder, group CEO and chief designer of the studio.

Under Timothy's management, Jacob Jensen Design has remained a highly awarded design studio. The form language has been refined and transferred to new areas of application while the company has gone global.

Today, Jacob Jensen Design has studios in Shanghai and Bangkok as well as in Hejlskov, Denmark.





## DESIGN LANGUAGE

Jacob Jensen Design is characterized by a homogenous and easily recognizable design language originally developed by Jacob Jensen and further refined by his son Timothy Jacob Jensen.

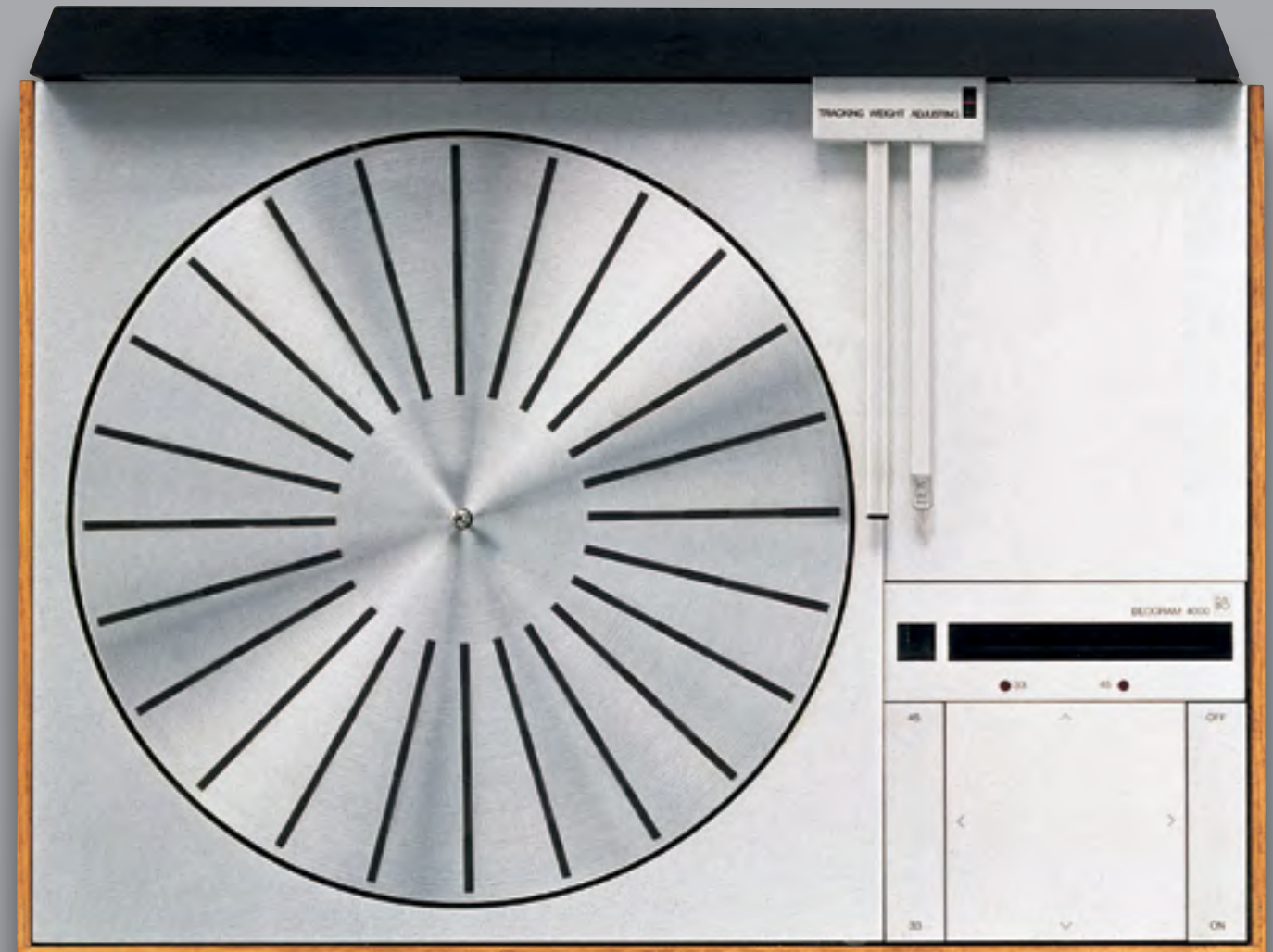
The Jacob Jensen Design design language is a design philosophy that embraces distance, closeness and touch. The design language has proved unusually time resistant. It has grown and spread for more than 50 years and is still unfolding.

**DISTANCE:** A single, streamlined, ultramodern form combined with contrasts in silver and black. This is the part of the design language primarily associated with

Jacob Jensen Design, a feature so striking that people all over the world will recognize a Jacob Jensen product at a glance.

**CLOSENESS:** Refined aesthetic details, from the design of three-dimensional features, such as switches, to graphics. It is particularly this care for detail that shows Jacob Jensen Design's roots in Danish furniture crafts.

**TOUCH:** Something magical happens when you touch the product: A display comes to life, a lid slides open with meditative slowness, an unexpected user panel appears. It is seductive and appealing.





>> We are the originators of design languages for brands all over the world. We perceive design as a vocabulary that is understood by everyone. <<

**TIMOTHY JACOB JENSEN**

## THE JACOB JENSEN DESIGN HEADQUARTERS

Jacob Jensen Design moved to its present location in 1966. From the age of four, Timothy Jacob Jensen spent his childhood amidst the natural surroundings of Hejlskov.

In 1990, he took over the beautiful house as his private home and expanded the design studio, which now covers 1,100 square metres.

The Jacob Jensen Design headquarters is situated in a beautiful and isolated landscape in Hejlskov, Denmark, on the shores of the Limfjord.





JACOB JENSEN DESIGN | DETAO SHANGHAI

Collaborating with the DeTao Group, Jacob Jensen Design established its first sister studio in Shanghai, offering creative services and an academic training programme.

The studio is situated at the campus of the Shanghai Institute of Visual Art in the Culture & Creative Industry Cluster Building.

JACOB JENSEN DESIGN | DETAO SHANGHAI | SHANGHAI, CHINA



#### JACOB JENSEN DESIGN | KMUTT BANGKOK

Collaborating with King Mongkut's University of Technology Thonburi, the Jacob Jensen Design studio in Bangkok offers creative services and a Master's level academic training programme.

The studio is located across from the Chao Phraya River on the 15th floor of the Knowledge Exchange Building.

JACOB JENSEN DESIGN | KMUTT BANGKOK | BANGKOK, THAILAND



## STUDIO ATMOSPHERE

The people behind Jacob Jensen Design are our greatest asset. We work in teams of both regional and foreign talents to provide our clients with both local insight as well as a global perspective.

Even though we are spread over many continents, we consider each individual to be an important member of our family. We help each other to grow as professionals and as humans.

For a creative team, the physical studio facilities are essential. The studio in Hejlskov has evolved through the years to become a unique mixture of design, handcraft and daily life with a touch of humour. The unique atmosphere and surroundings of the Jacob Jensen Design studio have a vital impact on the characteristic minimalist design work of the studio. When establishing studios around the world, we make it a priority to bring the same warmth and thoughtfulness to these workspaces.

*>> In Denmark we are brought up to treat others in the way we would wish to be treated. This makes for a better community, and living in a better community makes for a better life. With this culture, it is hardly surprising that Denmark is one of the least corrupt countries in the world. We bring our Danish ethics with us when we establish sister studios. We always consider the community and our environment in our choices, processes and business. <<*

**TIMOTHY JACOB JENSEN**

>> *If ever there was a scenario whereby we were only allowed to live with the portfolio of one designer in our home, Jacob Jensen would be our choice, hands down.* <<

**HUGO MACDONALD, EDITOR, WALLPAPER.COM**

## **CREATIVE SERVICES**

We are a global supplier of total design solutions with special focus on satisfying people's aspirational values. Countless clients have been provided with our design solutions. In the following pages, we have selected just a few for your reference.

### **PRODUCT DESIGN**

Conceptual processing, ideation, product value clarification, industrial design, UI design, interaction design, product design manuals, 3D conceptualisation, design mock-ups and app development.

### **GRAPHIC DESIGN, BRANDING AND COMMUNICATION**

Brand value clarification, brand development, PR and marketing strategies. Corporate identities, design manuals, communication manuals, logo design, catalogues, packaging, web design, graphical user interfaces and app GUI.

### **PUBLIC SPACE AND INTERIOR DESIGN**

Architecture, urban design, interior design and exhibition design.



## ADCOM

OWNED BY FICO GROUP, THAILAND

AUDIO EQUIPMENT | USA

Jacob Jensen Design has been changing our perception of music systems since as far back as the 1960s.

Adcom Luna is a compact music system that appears as a minimalistic sculpture in the home. Here, form and function unite on a higher level.

The Adcom Luna's Aluminium parts have been fabricated by CNC manufacturing and is finished by sandblasting and anodizing processes.

The Adcom Luna features WiFi internet radio allowing access to over 16,000 radio stations worldwide, Spotify connectivity, Bluetooth wireless streaming capabilities. It comes with an elegant table and wall hanging solution.



## EACHPAL

PERSONAL SAFETY | CHINA

Eachpal HALO bracelet designed by Jacob Jensen Design is focused on one critical function - providing an emergency safety call for young women.

The product is paired to a user's smartphone using bluetooth and allows the user to activate an S.O.S. distress alert at any time by tapping the product rapidly three times.

The alert is then broadcast by the user's smartphone to her assigned contacts. Optionally, she can send the alert to any other user of the platform in her vicinity. Her location is shared in real time and 10 seconds of audio are recorded and broadcasted.

The design of this product is purposefully distinctive and unique. As more women adopt this technology and wear this product, the distinctive shape will become closely associated with its safety function.

Halo won the Chinese Makers Award in 2015.

*>> The moment we started working with Jacob Jensen Design was a milestone for us. I feel this relationship goes far beyond normal collaboration; it's more like two different divisions of the same company working together. I really appreciate the effort and help from each member of the Jacob Jensen Design team. <<*

**RICHARD YI, CEO OF EACHPAL**





## THISE MEJERI

VISUAL IDENTITY | DENMARK

The Danish organic dairy company, Thise, has been on a tremendous growth path for the last 25 years. All this has happened without any master plan as to what their graphic profile should look like.

Coming up on their 25-year anniversary, Thise decided that it was high time to get a grip on their many graphic expressions. They joined forces with Jacob Jensen Design. The result was a graphic fence – a fenced pasture in the Jutland dialect – outlining how their products and graphic image will look in the future.

A beautiful, lively colour scheme based on the already established traditional colours for Danish dairy products. A consistent splitting up of information into primary, secondary and tertiary levels and a clear-cut and yet classic logotype.

Altogether a profile of iconic simplicity that sends a powerful intuitive signal and makes Thise products stand out visually and qualitatively among the other items in the dairy aisle.



## VELUX

SKYLIGHT WINDOW | DENMARK

The Danish company Velux is one of the strongest brands in the global building materials sector and its products are sold in most parts of the world.

In collaboration with Jacob Jensen Design, Velux has launched a new generation of skylight windows that sets new standards for energy balance, light and ergonomic comfort for its users. The skylight window has been given a sleeker finish using the unique design language of Jacob Jensen Design.

VELUX | SKYLIGHT WINDOW | 2012

## TOMMERUP KISTER

COFFINS AND URNS | DENMARK

Tommerup Kister wanted to launch a unique and universal coffin; a lasting design combined with proper respect for tradition. The idea was to celebrate Tommerup Kister's centennial anniversary by bringing together their one hundred years of funeral directing experience with Jacob Jensen Design's fifty years of unique Scandinavian design. In a field bound by tradition, the design process was carefully considered.

Jacob Jensen Design found design inspiration in the shape of a diamond. The diamond is a simple and stately shape that is a symbol of the perpetual, pure, and exalted.

It expresses a mood of respect and quiet beauty: a perfect combination of form and feeling. Through the coffin's clear lines and contrasts between light and dark, the pure and classic form language of Jacob Jensen Design is revealed.

Light plays in the facets of the diamond, and despite its sharp angles, the coffin attains a harmonious sculptural expression. The highest point in the coffin follows the heart line, and the surface is such that a single flower can be placed there. As soon as it was launched on the market, the Diamant 32 coffin won the red dot Award for Product Design in 2011.





# EVANGELICAL LUTHERAN CHURCH IN DENMARK

## EVANGELICAL LUTHERAN CHURCH IN DENMARK

VISUAL IDENTITY | DENMARK

In the spring of 2012, Jacob Jensen Design won an EU tender for designing the visual identity for the Evangelical Lutheran Church in Denmark. In Danish, the church is called “The people’s church”, which is appropriate since 80% of the Danes are members.

In order to create an identity that is truly anchored in the Danish people’s idea of their church, Jacob Jensen Design developed a process starting by the creation of a special website, *signmark*. Here everybody was invited to submit photos, drawings, symbols etc. of what he or she considered to be a positive visual expression of the “people’s church”. A workgroup of church representatives transformed the many contributions and other inputs into a “creative mandate” for Jacob Jensen Design. The design team then created a range of possible visual concepts that resulted in what is now

the logo of the Evangelical Lutheran Church in Denmark. The full visual identity was presented in March 2013 in the form of a design manual available for all parts of the church.

The logo signifies three central and valuable dimensions of the church. Firstly, that belief in the Evangelical Lutheran tradition is an issue between the individual and God, a relation that can take many forms and hues. The many small Christian icons symbolise this. Secondly, the small icons also point to the freedom of the local churches and parishes, and their rich diversity. Thirdly, the fundamental and common dimension of the church is expressed in the cross – the universal symbol of Christianity – in the centre and in the encompassing circle symbolising baptism.

## TOSHIBA

CONSUMER ELECTRONICS | JAPAN

The Toshiba WL768 flat screen TV combines simple Asian symmetry with Scandinavian design traditions. Jacob Jensen Design called the result 'Scandi-asian' design.

The 2.89 cm slim design of the WL series TV is characterised by clean lines and high-quality materials such as glass and metal. From a distance, the TV screen conveys an ultramodern form in contrasting silver and black. At close range, it reveals aesthetic details like the touch control neatly integrated into its frameless front. The WL768 received the German IF Award and Red Dot Award for Product Design in 2011.

After the success of the WL768, Toshiba continued their partnership with Jacob Jensen Design through the YL863 and WL863 televisions in 2011 and the VL963 in 2012. The YL863 and WL863 televisions both won Red Dot Awards for Product Design in 2012.



PRODUCT DESIGN MANUAL 1.0

ecco

## ECCO

FOOTWEAR | DENMARK

ECCO is a world-leading brand of comfortable and innovative footwear. They approached Jacob Jensen Design to further define and strengthen their brand and to create a recognizable and consistent design language for their footwear collection.

After one year's development in close cooperation with ECCO's design and branding teams, the result was a product design manual, the ECCO Design DNA.

This new tool provides all ECCO designers with a 'road map' on how ECCO should design beautiful and consistent footwear for the future.





## STEINWAY LYNGDORF

AUDIO EQUIPMENT | DENMARK

Working in close collaboration with the Steinway Lyngdorf design team, Jacob Jensen Design contributed to the distinctive styling of the Model D Music System, bringing the long-standing traditions and legendary craftsmanship of Steinway & Sons' pianos into the digital age.

The Model D Music System conveys music with natural ease and sensuous, beguiling realism. The collaborative effort between Steinway Lyngdorf, whose uncompromising approach is renowned throughout the audio industry, and Jacob Jensen Design, acclaimed worldwide for a deep understanding of the fundamentals of great design, has been crucial to both the look and sound of the final product.



## QUBIQA

FORMERLY NORDPLAN | STORAGE SYSTEMS | DENMARK

Nordplan asked Jacob Jensen Design to redesign its product collection to create a unique style for its new mobile and static storage solutions.

The result was the design of a storage system in three variations: electronic, mechanical and stationary. The SHADE E9000 Electronic mobile system is the centrepiece of the product range and is operated by touch screen or by a remote control unit, where the carriages slide open at the desired location for easy access.

Furthermore, the purpose-designed software provides computer control of carriages and their contents.





## VOLVO

BRAND CLARIFICATION | SWEDEN

In 2004, Volvo was owned by Ford and positioned within their premium brand category together with Jaguar, Land Rover, Aston Martin and Lincoln.

As one of the only car brands in Scandinavia, it was clear to Ford that the main focus for the Volvo brand lay within their Scandinavian roots. With emphasis on the differentiation and strengthening of the brand's identity and consequently its products, the Volvo Strategic Design Department commissioned Jacob Jensen Design with rendering their interpretation of 'Scandinavian values'.

After six months and a number of design and development phases, the result was delivered as a three-by-two-metre inspiration wall. The definition of Scandinavian values was expressed in words, pictures, music and physical materials. The wall became an inspirational tool for the interior design team at Volvo. Jacob Jensen Design defined the Scandinavian values as: honest, caring and peaceful.

**HONEST AUTHENTIC:** We prefer to use genuine raw materials of the highest quality as opposed to imitations.

**FAIR:** We are decent, reliable and treat everyone with respect.

**OPEN:** We enjoy a high amount of mental freedom and are willing to consider different points of view.

**CARING CONSIDERATE:** We strive to secure the safety of others and allow room for their differences.

**FRIENDLY:** We are informal, welcoming and appreciate a good sense of humour.

**RESPONSIBLE:** We feel responsible for the world we live in, our society, our family and ourselves and we believe that each and everyone's awareness and impact can influence change.

**PEACEFUL QUIET:** We appreciate and enhance quiet beauty and elegance in our surroundings and have a strong sense of aesthetics, materials and colours.

**ENDURING:** We strive to give new ideas and designs lasting forms and intelligent solutions, which make sense today and in the future.

**MODEST:** We tend to play down our successes.



## TMK

KITCHENS AND BATHROOMS | DENMARK

Setting new standards for design and functionality, the K1 kitchen is characterised by its slanted fronts and trim lines. The 7-degree angle creates a larger workspace without compromising floor space. It also affords a more ergonomic working position by creating more room for your legs.

The K1 looks more like a piece of furniture than a traditional kitchen with its exclusive design and thorough details.

Jacob Jensen Design created two kitchen designs and two bathroom designs with multiple finishes and options for TMK.



## THE MUNICIPALITY OF SKIVE

PUBLIC SPACE | DENMARK

The Jacob Jensen Design studio is situated close to the Municipality of Skive in Northern Jutland in Denmark. The city and the municipality wanted to pay tribute to Jacob Jensen. They commissioned the studio to design the '11 Stars of Skive': eleven large sculptures to be placed within the roundabouts that surround the city, each with their own story.

The 11 Stars of Skive were unveiled to the public in the summer of 2006 and included a sun, a castle, a square and a crash-landed spaceship (UFO), among other pieces. Their construction used 250 tons of granite and stainless steel, 30,000 pieces of gold leaf and much more.

With their underlying stories, connected through negative and positive space, humour and visual contrasts, they encourage passers-by to look at reality in new ways.

THE 11 STARS OF SKIVE | DENMARK | 2006



## JABRA

HANDS-FREE COMMUNICATION SOLUTIONS | DENMARK

Jacob Jensen Design was asked by GN Netcom to design their most exclusive Bluetooth headset to date, the Jabra JX10. The assignment included concept development, product design, packaging and a public relations campaign. The partnership resulted in a revolutionary headset design featuring an innovative and harmonious product programme and brand identity.

The Jabra JX10 has a very distinctive design, offering its users the highest audio quality, comfort, stability and discretion.

In 2007, Jabra unveiled two premium versions of the JX10 Bluetooth headset, called JX10 Cara. Available worldwide, the headset comes in two designs, including a limited-edition 24-carat gold version, limited to 28,000 units, and a special-edition brushed stainless steel version, for a high-quality finish and a unique design statement.

The Jabra JX10 has become a design icon for Bluetooth headsets and is one of GN Netcom's bestselling products.

## VERTU

LUXURY MOBILE TELEPHONES | UNITED KINGDOM

Vertu is a British-based manufacturer and retailer of luxury mobile telephones, formerly an independently run division of the Finnish company Nokia.

Jacob Jensen Design was asked to design a premium Bluetooth headset for their highly coveted telephones. The Vertu Aerius Bluetooth Headset was based on the existing technology from the Jabra JX10 and features distinctive styling, which gives it its unique Vertu identity. The Aerius is one of the lightest fully-featured headsets in the world.





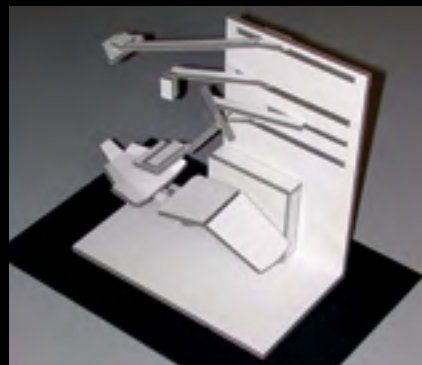
## XO CARE

FORMERLY FLEX DENTAL | DENTAL EQUIPMENT | DENMARK

XO Care came to Jacob Jensen Design with a brief to design a dental solution that would differentiate XO Care nationally as well as internationally, with the product design of an ergonomic dental unit, which should provide comfort and safety for the dentist and the patient and optimise workflow and clinical productivity.

Jacob Jensen Design carried out extensive research to establish XO4 as the benchmark for performance in ergonomic design. Every detail is designed to accommodate the complex flow of movements and tasks, which the dentist goes through in the course of a working day.

As a result of this work, the XO4 won the Danish Design Award in 2007.



PHASE 1



PHASE 2



PHASE 3

XO CARE | XO 4 UNIT TOTAL DENTAL SOLUTION | 2003

## THE RESENLUND CULTURAL CENTRE FUND

ARCHITECTURE | DENMARK

In 2001, the board of the Resenlund Cultural Centre in the Danish district of Skive asked Jacob Jensen Design to create three architectural proposals for a culture centre. Jacob Jensen Design's approach was clear: You can only attract people, culture and investment with something spectacular. The aim was to create a building that would enrich the area considerably as an architectural symbol. Unfortunately, the Resenlund Cultural Centre has not yet been realised.

60

THE RESENLUND CULTURAL CENTRE FUND | THE SLOPE  
DESIGN PROPOSAL FOR THE RESENLUND CULTURE CENTRE | 2001





## VESTAS

FORMERLY NEG MICON AND NORDTANK ENERGY GROUP

WIND TURBINES | DENMARK

In September 1993, the Nordtank Energy Group approached Jacob Jensen Design and commissioned them to design and develop one of the world's largest commercial wind turbines.

Measuring about one hundred metres, with a wingspan of sixty metres, the turbine's output of approximately 1.5 MWh is equal to the annual electricity consumption of 900 households.

The NTK 1500/60 was put into production in August 1995 and received the German IF Award and the red dot Award for Product Design in 1997.





## GAGGENAU

KITCHEN APPLIANCES | GERMANY

Gaggenau is among the world leaders in the field of exclusive built-in kitchen appliances. Their products express a consistent approach: the quest for the ideal balance of perfect form, the latest technology and something that is both aesthetically pleasing and practical.

From 1991 to 1998, Timothy Jacob Jensen was chief designer for Gaggenau's entire design programme comprising several ranges of products including ceramic hobs, built-in ovens, extractor hoods, dishwashers, washing machines and tumble dryers.

The close collaboration with Jacob Jensen Design strengthened the design language that has characterised Gaggenau's image and helped them build a conceptual and visual foundation to meet the needs of the next century with confidence. A number of the products have been awarded prizes throughout Germany.

>> *Gaggenau's products win these awards because their products represent 'high quality design', which sets a new standard in the discussion of form and function.* << *Design Zentrum Nordrhein Westfalen's Design Prize 1993.*

## BANG & OLUFSEN

AUDIO EQUIPMENT | DENMARK

The relationship between Bang & Olufsen and Jacob Jensen Design began in 1964 and continued in various forms until 1991. During this period, Jacob Jensen Design developed the trailblazing design language that transformed the company from Danish quality brand to international design icon.

Altogether, Jacob Jensen Design has designed 234 products for Bang & Olufsen, among them music systems, amplifiers, turntables, tape recorders, CD players, remote control units, loudspeakers, wristwatches with built-in remote controls etc.

Many of these products have received design awards, both nationally and internationally, and are represented in museums worldwide.

*>> These are not empty words when we say that your influence on our products is indelible and your efforts for Bang & Olufsen invaluable. <<*

*Bang & Olufsen Board of Directors | 1976*

BANG & OLUFSEN | BEOWATCH | 1993





## BANG AND OLUFSEN

AUDIO EQUIPMENT | DENMARK

In the early 1980s, Bang & Olufsen's manager of long-term range planning, Jens Bang, travelled to Japan and brought back a strange box called a CD player, the newest in technical innovation.

After designing and developing 76 models, the idea group decided that the new music system should include a radio, a tape recorder and a CD player.

The Beocenter 9000 won the Japanese Good Design award in 1987.

## JO-EL ELECTRIC

FORMERLY JO-JO CABLE REELS

ELECTRICAL PRODUCTS | DENMARK

A small Danish company called JO-JO Cable Reels approached Jacob Jensen Design with a new idea: an extension cable that could be connected to four electrical units, for the do-it-yourself market.

Jacob Jensen Design created a cable reel built into a cylindrical design with a similar function to that of a fishing reel. The design has been copied extensively all over the world and made JO-JO Cable Reels the biggest manufacturer in the world in its field.

The design is still in production with sales surpassing 50 million units.





## ROSTI MEPAL

CONSUMER PRODUCTS | THE NETHERLANDS

In 1955, Jacob Jensen was a young industrial designer working at the Copenhagen design studio Bernadotte & Bjørn. One day, a small Danish company called Rosti asked them to design some plastic kitchen products. The project was assigned to Jacob, who designed a beautiful mixing bowl. It is still in production today and is regarded as a design classic. Bernadotte, who was the brother of Queen Ingrid of Denmark, named the first bowl after his niece, who would later become Queen Margrethe II of Denmark.

Fifty years later, Jacob Jensen Design was asked to design a new generation of Margrethe bowls. We named the new bowl after Victoria, Crown Princess of Sweden, as a sign of gratitude to her great uncle Bernadotte, Jacob Jensen's former employer.

## DESIGN PROCESS

The Jacob Jensen Design process is unique: We use physical models to visualize our designs, producing unique and tangible prototypes for our clients' consideration. We build models endlessly until perfection is reached.

We know how to create a connection with the end consumer while considering the client's manufacturing options. This is proven by the more than 750 products we have brought to market over the years.



## DESIGN PROCESS

<p><b>PRE PHASE</b></p> <p>Mutual trust is important for a project to succeed. Through personal meetings regarding your project(s), we can learn more about each other as people, and about your company, its culture and values. On this foundation, we can build a collaborative partnership.</p> <p>We will draft a Statement of Work, which will become the basis for our Agreement. It will define the project goals, scope, time frame and costs. Once we agree on the Statement of Work and the Agreement is signed, we can start our collaboration.</p>	<p><b>PHASE 1</b></p> <p>We will develop 3 conceptual proposals, which are typically presented by means of light models, sketches and computer-rendered drawings.</p> <p>We will jointly determine which phase 1 concept (or combination of concepts) to develop for the final design during phase 2.</p> <p>Deliverables:</p> <ul style="list-style-type: none"> <li>• Written description of each concept and its inspiration</li> <li>• 3D models of concepts</li> <li>• 2D illustrations or renders</li> <li>• Presentation of concepts</li> </ul>		<p><b>PHASE 2</b></p> <p>We will continue to refine the concept into a final Design.</p> <p>Deliverables:</p> <ul style="list-style-type: none"> <li>• Detailed written description and its inspiration</li> <li>• Full-scale 3D model(s)</li> <li>• 2D illustrations or renders</li> <li>• Dimension drawings</li> <li>• CAD files (if necessary)</li> <li>• Presentation of Design</li> </ul>	<p><b>PHASE 3</b></p> <p>In this phase we will assist, from a design point of view, in implementing the design in the production of prototypes and preparation for production.</p> <p>Specific preparation may include redesign of portions of the design to adjust for manufacturing capabilities or on-site consultation during prototyping.</p>	<p><b>PHASE 4</b></p> <p>Depending on your needs, we can develop a branding and communication strategy.</p> <p>Examples include:</p> <ul style="list-style-type: none"> <li>• Communication manuals</li> <li>• Packaging, Brochures</li> <li>• Websites</li> <li>• Point of sale displays</li> <li>• Press kits</li> <li>• Award and contest entries</li> </ul> <p>Upon request, we can work with your marketing and PR teams to promote the launch.</p> <ul style="list-style-type: none"> <li>• Launch strategy development</li> <li>• PR and sales events</li> <li>• Press interviews</li> <li>• Lectures</li> <li>• Conference appearances</li> <li>• Trade show booth design</li> </ul>	
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## JACOB JENSEN™

In close cooperation with a network of partners, Jacob Jensen Design produces and markets a wide range of lifestyle products under the trademark of JACOB JENSEN. JACOB JENSEN has established a distribution network that reaches over 30 countries worldwide.

## PRODUCT COLLECTION

The JACOB JENSEN collection currently includes products in the following categories:

- Timepieces and jewellery
- Kitchen and living collection
- Automotive accessories
- Smart products

JACOB JENSEN



#### THE BRAND COLLECTION

In 1985, Timothy Jacob Jensen designed two wristwatches in cooperation with the Danish watch manufacturer Max René. The watches were made of titanium with a soft silicon treatment on the strap and a lens made of sapphire crystal. The silver and black dial of the watches was reminiscent of the daily cycle of night and day and light and dark.

In 1986, the Museum of Modern Art in New York included the watches in its Design Study Collection. The watches were the first products marketed under the JACOB JENSEN trademark.



## TIMEPIECE COLLECTIONS

JACOB JENSEN™ TIMEPIECE COLLECTION | DENMARK

Analogue or digital. Chronograph or simple time-keeper. JACOB JENSEN timepieces are contemporary, classic and iconic, defined by pure lines and simple shapes. Each watch has a quiet beauty rooted in the Jacob Jensen design tradition.

TOP LEFT: JACOB JENSEN™ ECLIPSE SERIES | MODEL NO. 441/451/461 | PRODUCED BY S. WEISZ UURWERKEN B.V | 2013  
TOP RIGHT: JACOB JENSEN™ NEW SERIES | MODEL NO. 750 & 760 | PRODUCED BY S. WEISZ UURWERKEN B.V | 2012  
BOTTOM LEFT: JACOB JENSEN™ STRATA SERIES | MODEL NO. 271 & 281 | PRODUCED BY S. WEISZ UURWERKEN B.V | 2014  
BOTTOM RIGHT: JACOB JENSEN™ CURVE SERIES | MODEL NO. 250 | PRODUCED BY S. WEISZ UURWERKEN B.V | 2014

## STRATA WRISTWATCH SERIES

JACOB JENSEN™ TIMEPIECE COLLECTION | DENMARK

Beautiful clean lines and flexible colour combinations are what sets the JACOB JENSEN Strata collection of watches apart.

The Strata collection's brushed silver dial is free of unnecessary decoration and is the first watch design to have this particular dial size. The case is a stylish circular shape, realised in the finest stainless steel. The leather strap is clearly visible on the side of the case, giving the watch a distinctive aesthetic appeal. The mineral crystal glass continues the feeling of quality in the materials used for this particular timepiece.

The strap can be changed by simply unscrewing the backplate which enables customers to mix and match the colour options however they please.



## AIR QUALITY MONITOR

JACOB JENSEN™ LIVING COLLECTION | DENMARK

You can live without food for a month, without water for a week and without air for five minutes. It is important to be aware of the air we breathe.

The JACOB JENSEN Air Quality Monitor is a user-friendly product that measures and displays indoor air quality, humidity and temperature, providing you with an essential overview of the indoor climate in your home.

The Air Quality Monitor features a built-in Quad-colour light that glows according to Air Quality Index (AQI) levels. Ideal for a quick glance.





## OPTICAL SMOKE ALARM

JACOB JENSEN™ LIVING COLLECTION | DENMARK

JACOB JENSEN Optical Smoke Alarm has been a breakthrough in our understanding of aesthetics and symbolism: a product as ordinary and essential as a smoke alarm but with an innovative form language and equipped with the best possible technology for optimal safety and function.

The smoke alarm is an optical smoke detector that reacts speedily to all forms of visible smoke. This includes smoke from smouldering embers, which can be a problem for ionisation smoke alarms.

## ELECTRIC KETTLE AND TOASTER SERIES

JACOB JENSEN™ KITCHEN COLLECTION | DENMARK

The combination of sandblasted aluminium and black elements creates a sophisticated and beautiful piece of décor for the kitchen in a classic, simple and timeless design.

The series of electric kettles are cordless, and the ergonomic handle provides a comfortable and firm grip. Take it where you want and then place it on the stable and secure 360° base with its concealed heating element. Safety and security is top notch and includes a safety lid with automatic switch-off as well as ON/OFF button with blue LED indicator.

The toaster series are easy and intuitive to use, and the various features create a unique experience for the user, Design at its best – with no compromises to functionality. Thanks to its nine toasting levels and memory function, you get a toaster that toasts your bread just the way you like it – every time.





## SMART CAMERA SERIES

JACOB JENSEN™ SMART COLLECTION | DENMARK

The JACOB JENSEN smart cameras provide private security accessible through your smart phone.

Among others, the smart cameras feature a 128-degree viewing angle in full 1080p HD with enhanced night vision configurations.

When motion or sound is detected, the camera will be activated and make a recording that can be stored on internal storage, network-attached storage (NAS) and/or cloud storage (Dropbox).

The dedicated mobile application allows interconnectivity with other smart cameras to create an ecosystem. The application will further integrate the roadmap of smart products that will launch in 2016 - 2017.



## JACOB JENSEN SHOWROOMS

In the last 30 years, we have launched a wide range of fashion and lifestyle products under the trademark of JACOB JENSEN.

We have established a number of JACOB JENSEN showrooms to present the full JACOB JENSEN product collection to potential distributors and retailers.

You will find our established showrooms in:

**DENMARK:** House of Jacob Jensen in Hejlskov

**CHINA:** Shanghai Institute of Visual Art, Ground floor of the CCIC Building

**THAILAND:** Knowledge Exchange (KX) Building in Bangkok

For more information, visit: [jacobjensendesign.com](http://jacobjensendesign.com)





» We pass on our skills, our methods and our values to the next generation. «

PROFESSOR TIMOTHY JACOB JENSEN

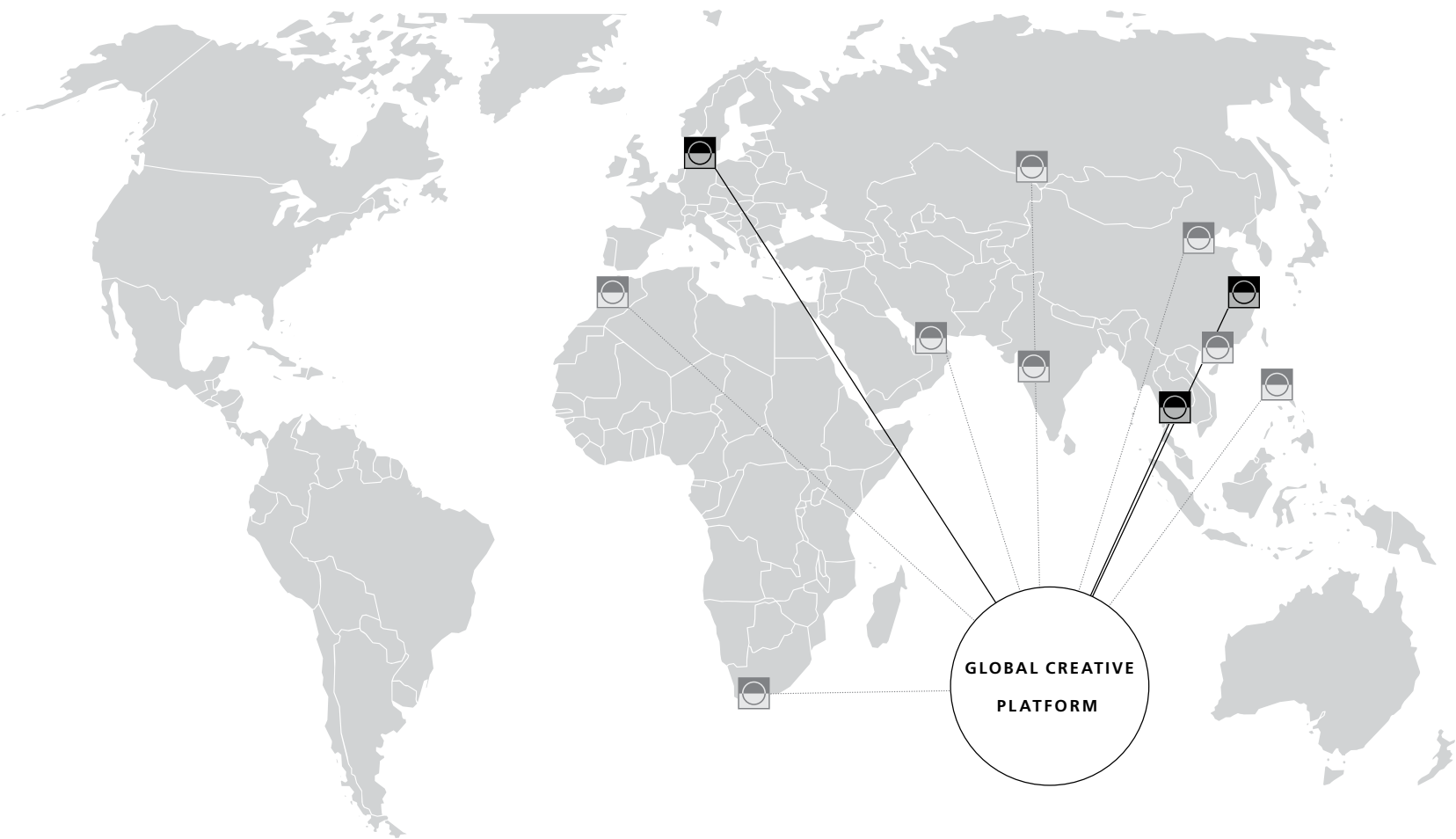


## EDUCATIONAL PROGRAMMES

Working with university partners, we have established international training environments at university level in Shanghai and Bangkok. Our design studios are fully operational; reality is our teaching philosophy.

Under the tutelage of professor Timothy Jacob Jensen and senior designers, apprentice designers will learn the Jacob Jensen Design methods, values and thoughts, which have evolved and been refined over decades of practice. Apprentices will acquire ethical and professional standards and add credibility to their existing résumé.

Upon completion of the programme, successful apprentices will graduate as competent designers with professional training and experience in an international design studio. They will also receive credit and royalties for their work.



## CREATIVE PLATFORM

Education partners are essential for carrying our work beyond business. We want to contribute to the development of knowledge and society in local regions through education, design credit and royalty sharing.

Jacob Jensen Design is partnering up with universities around the world in the years to come. To maintain consistency of design language, values and culture in future regional sister design studios, a basic structure for such partnerships has been developed. The Jacob Jensen Design Location Associate Manual presents an overview of the setup of a Jacob Jensen Design studio, what a partnership may involve for the university, the local partner and the education programme.

Through this inter-studio collaboration, a growing multicultural creative platform is being created, which generates innovative products and design solutions for our clients.

## LECTURES AND WORKSHOPS

### DESIGN AND BRANDING

Inspiration often springs from an encounter with the unexpected. Sometimes our daily routines and patterns need to be challenged and turned upside down.

International Keynote Speaker and Professor, Timothy Jacob Jensen has been giving lectures for more than 15 years. Timothy gives lectures covering major topics in design, aesthetics and the practical implications of beauty.

Our experienced senior design team also provide leading lectures and workshops tailored for companies, societies and educational institutions.

### LEADERSHIP AND MANAGEMENT

Jacob Jensen Design is privileged to be inspired and coached by one of the most prestigious and courageous icons of Scandinavian management philosophy: Lars Kolind, Chairman of Jacob Jensen Design and author of UNBOSS, inspire companies to become thought leaders in their industry and ultimately in society.

As a leading thinker and contributor to management philosophy, he has practiced and refined his techniques over decades of experience. Lars Kolind shares his expertise on how to apply management concepts to improve innovation, efficiency, happiness and profits, enabling companies to become industry leaders.



PROF. TIMOTHY JACOB JENSEN,  
GROUP CEO & CHIEF DESIGNER  
OF JACOB JENSEN DESIGN



LARS KOLIND, CHAIRMAN OF  
JACOB JENSEN DESIGN AND  
AUTHOR OF UNBOSS





## HOUSE OF JACOB JENSEN

Located in the small village of Hejlskov, approximately 1.5 kilometres from the Jacob Jensen Design studio, the House of Jacob Jensen was inaugurated to mark the fiftieth anniversary of Jacob Jensen Design in 2008.

*>> My father and I sat down to discuss how to celebrate the 50th anniversary. We both wanted to make a retrospective exhibition describing the development across five decades, but where to have it? We've had exhibitions in many places through the years. Places like the Museum of Modern Art in New York and Neue Sammlung in Munich. In the end, we decided to have the exhibition right here in Hejlskov. We wanted to collect our designs and create our own personal exhibition. We wanted to return our works to the landscape that inspired us to bring them to life. <<*

**TIMOTHY JACOB JENSEN**



## HOUSE OF JACOB JENSEN

The House of Jacob Jensen is home to the Jacob Jensen Design Collection – a retrospective collection of the studio's design icons, studies and graphic works. The building also houses the showroom for the JACOB JENSEN Product Collection.

The House of Jacob Jensen is the perfect venue for meetings, workshops, sales events etc. Here you can combine business with a tour of fifty years of design history as well as panoramic views across the beautiful Danish countryside.



SELECTED DISTINCTIONS



reddot



product  
design  
award



German  
Design Award



GOOD  
DESIGN



PLUS X AWARD



Die Neue Sammlung  
The International Design Museum Munich



The Danish Design Prize



## WORK WITH US

### STUDIO CLIENT

With our global insight into design, innovation, technology and communication, we can help your company create iconic products that live longer, work better and look nicer. It all adds to your company position, your brand and your bottom line.

### JACOB JENSEN™ LICENSE PARTNER

Become a JACOB JENSEN™ partner by establishing your own line of JACOB JENSEN™ products. Through a network of partners, JACOB JENSEN™ offers a number of opportunities and benefits.

### JACOB JENSEN DISTRIBUTOR

JACOB JENSEN has established a distribution network that reaches over 30 countries worldwide. Become a regional distributor of JACOB JENSEN Products and leverage on over 57 years of design heritage.

### EDUCATION PARTNER

We aim to team up with more education partners around the world in the coming years. Educational partnerships are essential for carrying our work beyond business and allow us to contribute to local development of knowledge and society.

### STUDENT

Academic programmes in the Shanghai and Bangkok studios accept applications for their educational programmes year round. Email the Shanghai or Bangkok office directly for more information.

### LECTURE OR WORKSHOP

Lectures and workshops can be tailored for companies, societies or educational institutions.

## CONTACT DETAILS

### JACOB JENSEN DESIGN HEADQUARTERS

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Tel +66 9 9421 4462 | [bangkok@jacobjensen.com](mailto:bangkok@jacobjensen.com)



[jacobjensendesign.com](http://jacobjensendesign.com)



*>> In a thousand years, the Design Collection - we hope - will be an invaluable treasure composed of some of the most beautiful cultural examples of our time. Many of them rival in beauty and importance with the best of what has survived from earlier civilizations. <<*

**ARTHER DREXLER, FORMER DIRECTOR**

**MUSEUM OF MODERN ART, NEW YORK**

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