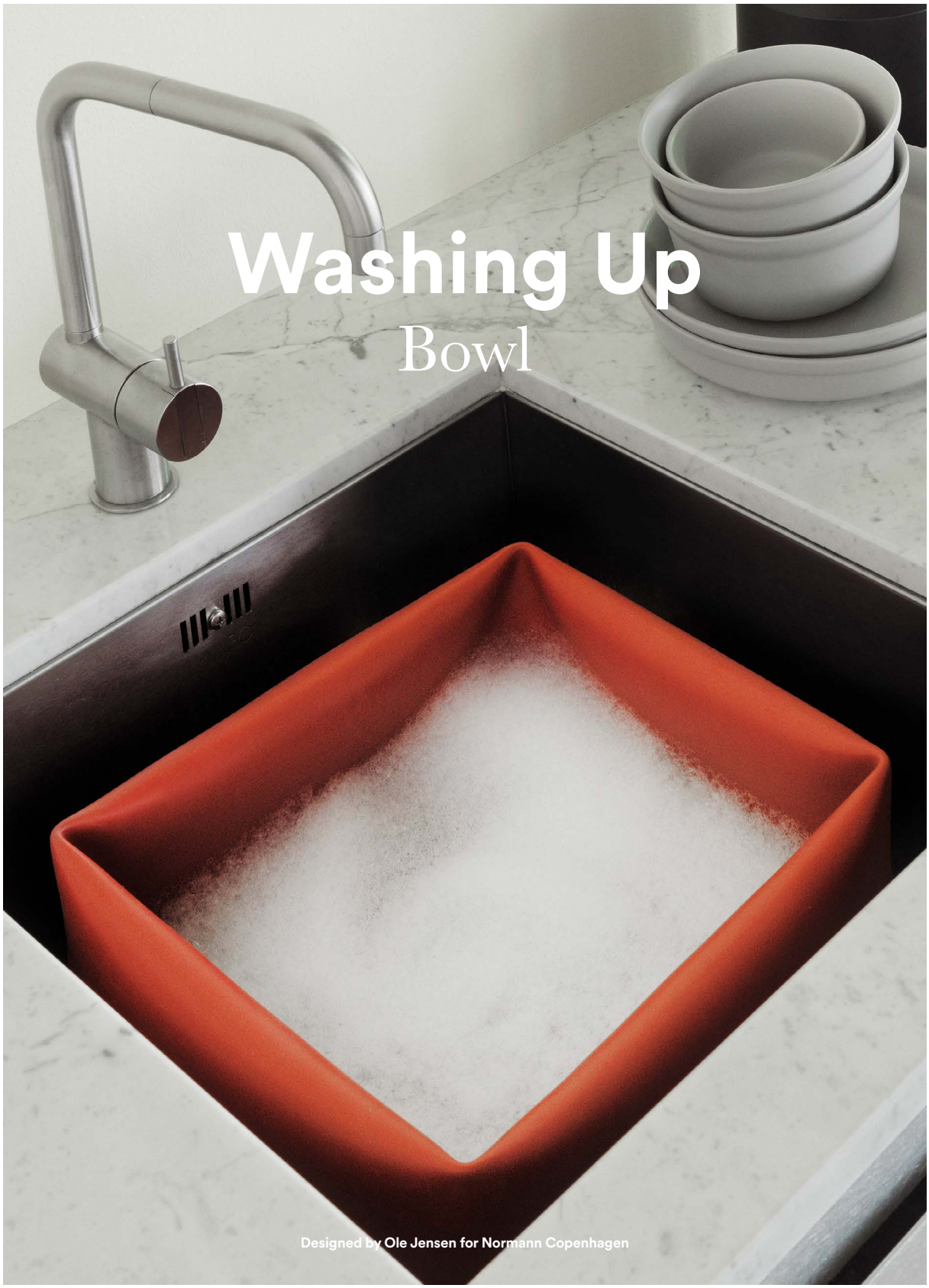


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Nordic Coolness

Normann Copenhagen launches Ole Jensen's Washing-up Bowl that exudes simplicity and Nordic elegance. The exclusive look matches perfectly with other kitchen items in stainless steel, marble or wood.

The story of the Washing-up Bowl began when Ole Jensen was washing up in his kitchen at home one day. He noticed the inflexible and hard design of the stainless steel sink and suddenly felt a strong aversion to placing his fragile porcelain and fine glassware into the hard sink. His reluctance turned into irritation, which, in turn, sparked the idea to create a flexible washing-up bowl that would adapt to its contents. This became the impetus for Ole Jensen's Washing-up Bowl, with the product we now know being the result of many hours of development work.

The Washing-up Bowl is flexible and strong and the design makes it suitable for everything from a champagne cooler, for foot baths, for flowers, as a magazine holder, for fruit, etc. The bowl itself is made of fine quality rubber with a lovely finish, making the bowl pleasant to the touch and functional in use. The brush of solid beech and natural bristles turns washing up into a game and compliments the Washing-up Bowl's fresh and clean colors perfectly.

The Washing-up Bowl won the celebrated Design Plus award in 2002. This international distinction has since been followed by inclusion in the acclaimed design encyclopedia Phaidon Design Classics, which presents the Washing-up Bowl as one of the 999 most innovative and influential designs of the past 200 years.

