

JACOB JENSEN DESIGN

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>> *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.* <<

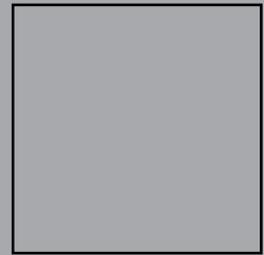
HUGO MACDONALD, EDITOR, WALLPAPER.COM

JACOB JENSEN DESIGN

A characteristic design language with a proven and exceptionally enduring global appeal is what sets the design studio Jacob Jensen Design apart.

Jacob Jensen Design is Scandinavia's most award-winning design consultancy that continues to influence the world through innovative design solutions for the benefit of their clients and consumers. With almost sixty years of insight into design, innovation, communication, sustainability and technology, Jacob Jensen Design provides a wide range of creative services, helping their clients to become leaders in their industry.

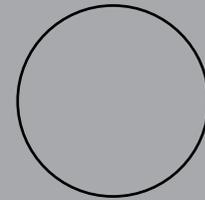
Jacob Jensen Design was established in Denmark in 1958, and today the company is based in Hejlskov with sister studios in Shanghai and Bangkok.



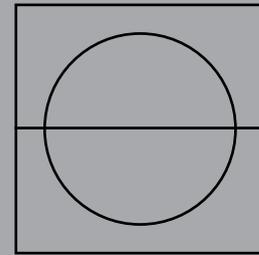
PURE



PERFECT



ENDURING



JACOB JENSEN DESIGN VALUES

PURE: Pure form, pure function. We strive to accommodate the discussion of form and function in a quiet beauty, so clear in its form that its function is obvious, so clear in its function that its form could not be otherwise.

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: Perfection is the horizon we can never reach. We may catch a brief glimpse of it, and that spurs us on deeper and further into the essence of a product in our search for perfect function, perfect composition.

ENDURING: Endurance entails giving new ideas and designs lasting forms; a lasting form is an intelligent solution that makes sense today and in the future. Endurance also means lasting, sustainable quality in material and construction.



JACOB JENSEN

FOUNDER OF JACOB JENSEN DESIGN

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

Even though Jacob Jensen's fame is primarily due to his B&O designs, he has designed several hundred other products for a wide range of clients. For instance, Jacob Jensen was responsible for the Margrethe Bowl for Rosti Mepal during his tenure with Acton Bjørn and Sigvard Bernadotte, and he designed hearing aids for Danavox, Hi-Fi for General Electric, office chairs for Labofa, telephones for Alcatel-Kirk, cable drums for Jo-el and much more.

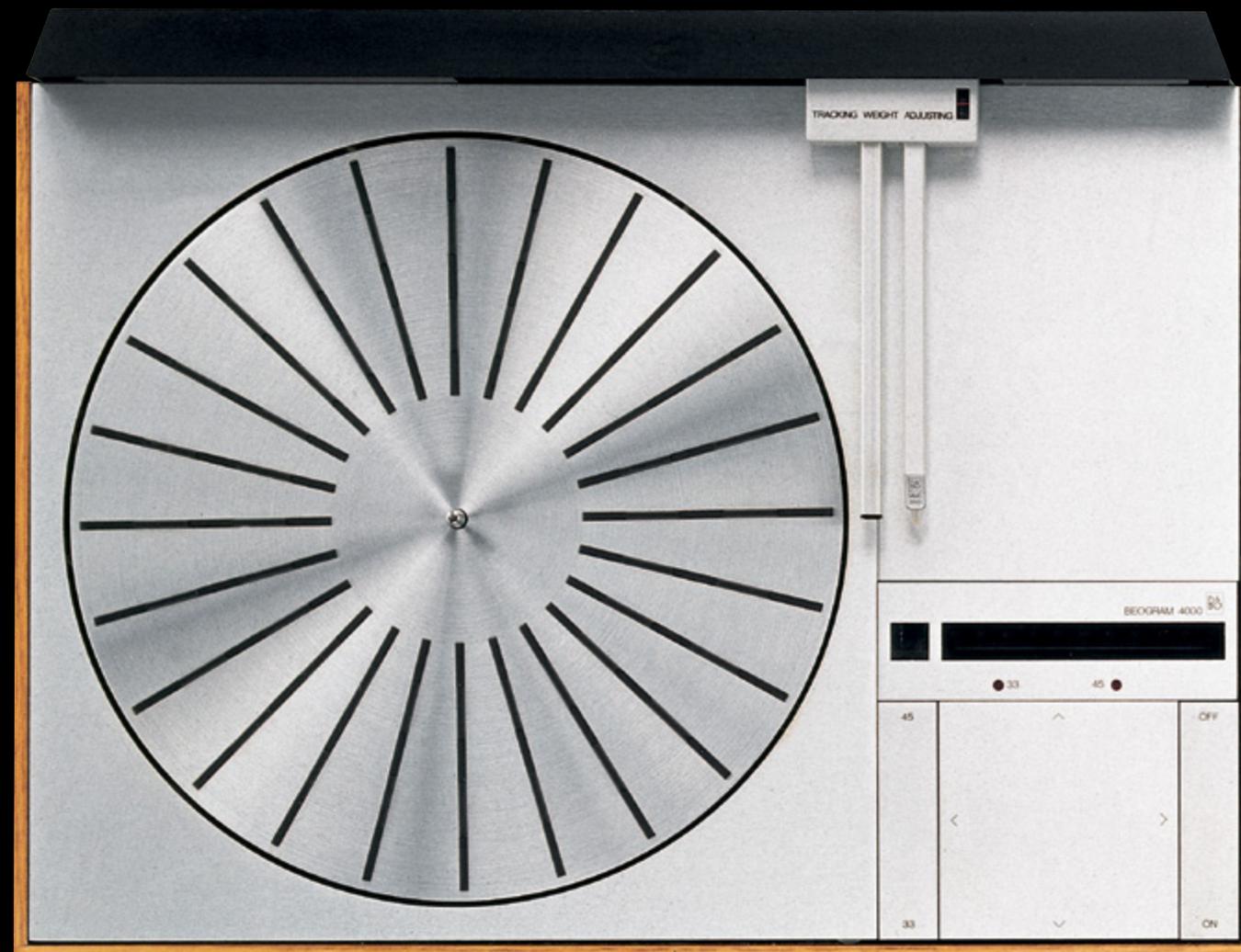
Jacob Jensen received countless rewards, medals and accolades through his long career as a designer. In 1949, he was awarded his first medal by HRH King Frederik IX of Denmark in connection with a contest for which the young Jacob Jensen had submitted a chair. Later in life, he was knighted with the Knight's Cross of the Order of Dannebrog (1996), included in the Foreign Ministry's list of "Great Danes" (1999), and in 2006 King Carl XVI Gustaf of Sweden and Queen Sylvia awarded the Danish industrial designer the Prince Eugen Medal for outstanding artistic achievement. In 2008, Jacob Jensen was awarded the lifelong honorary grant from the Danish Arts Foundation.

Right up until 2011, Jacob Jensen worked as a designer on special projects.

Jacob Jensen passed away on the 15th of May 2015 aged 89.



JO-EL ELECTRIC | CABLE REEL SERIES | 1983



BANG & OLUFSEN | BEOPHAM 4000 TURNTABLE | 1972



TIMOTHY JACOB JENSEN

CHIEF DESIGN OFFICER AND FOUNDER OF JACOB JENSEN™

In 1990, Jacob Jensen handed over management of Jacob Jensen Design to his son Timothy Jacob Jensen who was apprenticed to his father from 1978 to 1981. Timothy maintained the close cooperation with Bang & Olufsen, and the Beocenter 9000 may be highlighted as one of his most iconic works. From 1991 to 1998, Timothy was chief designer for Gaggenau's entire design programme of exclusive built-in kitchen appliances.

Under Timothy's management, Jacob Jensen Design has continued as a highly awarded design studio. Together with clients and partners he has gained numerous international distinctions and awards. The design language has been refined and transferred to new areas of application while the company has gone global.

Timothy Jacob Jensen has established sister studios in China and Thailand in cooperation with university partners. The vision of these studios is to contribute to a higher standard of living by creating professional opportunities for design talents.

Collaborating with DeTao Masters Academy in Shanghai and King Mongkut's University of Technology Thonburi in Bangkok, Jacob Jensen Design is passing on the Jacob Jensen design tradition to the new generation in fully operational design consultancies.

Working across the three regional studios, Timothy has achieved growing multicultural creative muscle, generating a high level of innovative products and design solutions for clients all over the world.

As Professor of Industrial design, Master of DeTao Masters Academy and international Keynote Speaker, Timothy Jacob Jensen gives tailor-made lectures and workshops covering major issues in design, aesthetics and the practical implications of beauty. He has become one of the most respected spokespersons on Scandinavian values and how to contribute to a better world through mutual trust and education.



JACOB JENSEN™ PRODUCT COLLECTION

Timothy Jacob Jensen is the founder of the iconic Scandinavian global brand JACOB JENSEN™. Collaborating closely with a network of license partners, Jacob Jensen Design markets a wide range of lifestyle products under the brand of JACOB JENSEN™.

The first products to bear the JACOB JENSEN name were two wristwatches designed by Timothy in 1985: the Classic watch series. They were included in the design study collection at Museum of Modern Art in New York even before they went in to production.

Today, JACOB JENSEN is represented in over 30 countries and still growing. The characteristic and exceptionally enduring design language has brought pleasure to generations and continues to appeal to this day.



JACOB JENSEN™ GLOBAL PRESENCE HIGHLIGHTED IN BLACK

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 almost sixty 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

HOW JACOB JENSEN DESIGN CAN ADD VALUE TO YOUR BUSINESS

STRENGTHEN YOUR BRAND

Innovative design, superior user experience, brand recognition and compelling stories are essential and critical to any company's local and international growth, including its ability to maximise profit. By strengthening your focus on design, branding and communication, Jacob Jensen Design can help empower your brand throughout your design language, product roadmap and entire communication.

INCREASE YOUR MARGINS THROUGH DESIGN

Having greater focus on product design enables you to obtain a higher selling price of your products. Implementing new designs does not necessarily affect your manufacturing costs, which means that your margins can be increased significantly.

BETTER UTILISATION OF YOUR DEVELOPMENT COSTS

Jacob Jensen Design can help lift already well-functioning technologies to new levels by augmenting user experience without fundamentally changing the core of the product ensuring that your incurred development costs will be utilised even better.

LENGTHEN YOUR PRODUCT LIFECYCLE

The profitability of your product investments will increase greatly if the product lives longer in the marketplace, Development costs can be spread over a larger volume, which also will result in decreased manufacturing costs. In addition, your

marketing investments will last longer. Jacob Jensen Design has shown product lifetimes far beyond industry standard due to their unique design language and much-improved user experience.

ACCELERATE YOUR EXPORT

Adopting the globally attractive design language of Jacob Jensen will ensure that your products are ready for the global marketplace, thus paving the way for rapid export growth.

INCREASE YOUR MEDIA COVERAGE

Your brand and products will tend to attract significant media coverage due to the uniqueness of their design and the legacy that comes with the Jacob Jensen Design heritage and references. This will greatly ease your marketing and sales work, which in turn will help speed up product penetration and sales volumes.

LOCAL AND GLOBAL INSIGHTS

Working with Jacob Jensen Design will give you access to one of the world's most successful and experienced global design teams. The team works in a global creative cloud environment, where ideas and designs are developed and shared. Jacob Jensen Design will provide you with a unique local insight as well as a global perspective.

PHICOMM

ROUTER | CHINA

The router is one of the most important electronic devices in today's homes. It serves as a link to the outer world, and it connects and gives access to every imaginable kind of information and entertainment.

The Chinese manufacturer of networking and communications products Phicomm had the idea of the router being the heart of the home and asked asked Jacob Jensen Design to design their most state-of-the-art device.

The Phicomm K3 Router became a step into a future enriched by smart products seamlessly integrated in our homes and featuring the latest powerful technology. The router features eight integrated antennas that provide an excellent WiFi coverage with the highest speed.

Phicomm K3 reflects the distinct design language of Jacob Jensen Design. Its attractive and compact shape invites you to regard it as an interior decoration piece. Ventilation is outlets are ingeniously hidden behind the rib pattern, leaving the two characteristic floating silver sheets clean and uninterrupted. With the seamlessly integrated display you can access all information and follow instructions intuitively with no need for a manual. Phicomm K3 revolutionises people's perception of router design and sets new standards.

Even before it was launched, the Phicomm K3 router was awarded the prestigious German 2017 iF Design Award.





LUFTHANSA FIRST CLASS AMENITY KITS

JACOB JENSEN™ AND SPIRIANT | DENMARK

Jacob Jensen Design has become a member of an exclusive group of design studios selected to contribute to the premium ambiance on Lufthansa's highly rated First Class offerings.

The amenity kits are designed to fit Lufthansa's image combined with Scandinavian design language and values to contribute to a pleasant journey for First Class Passengers.

The shape and the visual expression of the amenity kit is inspired by the JACOB JENSEN logo that visualizes the contrast between night and day/light and dark. The two-coloured circle also becomes a symbol for the flight, where passengers travel between night and day.

The amenity kits are filled with quality products including essentials for personal care and accessories that will make the flight more comfortable. The kit contains La Prairie skin care products, toothbrush, toothpaste, breath mints, earplugs, socks, hairbrush, a little shoehorn and a small coffee table book about Jacob Jensen Design.

The JACOB JENSEN Amenity Kit won the prestigious TravelPlus Award in the category for Best First Class Male Kit at the 2017 Onboard Hospitality Awards.



LUFTHANSA FIRST CLASS AMENITY KITS | JACOB JENSEN™ | 2016

DANZKA

VISUAL IDENTITY AND PACKAGING DESIGN | GERMANY

DANZKA Vodka was established in 1989 in Copenhagen and is today owned by the German company Waldemar Behn GmbH. Jacob Jensen Design was asked to revitalise the DANZKA visual communication to bring it back to its Danish roots.

The new visual identity focuses on the unique and functional aluminium bottle as a classic piece of Danish design. The entire identity is consequently based on creating a simple Nordic atmosphere around the product to highlight its Danish origins.

Simultaneously, DANZKA THE SPIRIT – a new premium vodka was launched. Jacob Jensen Design was behind the new graphic interpretation of the iconic bottle.



JACOB JENSEN™ AIR QUALITY MONITOR

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.

JACOB JENSEN™ AIR QUALITY MONITOR | 2016





EACHPAL

PERSONAL SAFETY | CHINA

The Eachpal HALO Smart bracelet designed by Jacob Jensen Design is a fashionable wearable that connects with a smartphone and provides gesture recognition technology including emergency safety positioning.

Jacob Jensen Design set out to create a different wearable, where the smart functionality was integrated in the design to such a degree that it resembled a stylish piece of jewellery.

The bracelet pairs to a user's smartphone using bluetooth and allows the user to activate an S.O.S. distress alert. The alert is then broadcast by the user's smartphone to her assigned contacts. The location is shared in real time and 10 seconds of audio are recorded and broadcasted.

The HALO Bracelet also provides gesture recognition technology to trigger a phone call, activation of the smartphone camera, sound recording or music.

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. It is a piece of jewellery that looks out for your loved ones.

The HALO Bracelet won several international design awards since its launch 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 revitalised corporate identity and a packaging design guide.

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.





JACOB JENSEN™ WRISTWATCHES

TIMEPIECE COLLECTION | DENMARK

The Wristwatches were the first products marketed under the JACOB JENSEN trademark.

The JACOB JENSEN timepieces collection has since continued to grow with over 100 wristwatches spread over various series, each of which has won international awards.

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 | PRODUCED BY S. WEISZ UURWERKEN B.V | 2013

TOP RIGHT: JACOB JENSEN™ NEW SERIES | PRODUCED BY S. WEISZ UURWERKEN B.V | 2012

BOTTOM LEFT: JACOB JENSEN™ STRATA SERIES | PRODUCED BY S. WEISZ UURWERKEN B.V | 2014

BOTTOM RIGHT: JACOB JENSEN™ CURVE SERIES | PRODUCED BY S. WEISZ UURWERKEN B.V | 2014

TOMMERUP KISTER

COFFINS AND URNS | DENMARK

Tommerup Kister wanted to launch a unique and universal line of coffins and urns; 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, 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.



ABOVE: TOMMERUP KISTER | URN | BLACK | 2012
RIGHT: TOMMERUP KISTER | DIAMANT 32 COFFIN | WHITE | 2012

JACOB JENSEN™ ELECTRIC KETTLES

KITCHEN COLLECTION | DENMARK

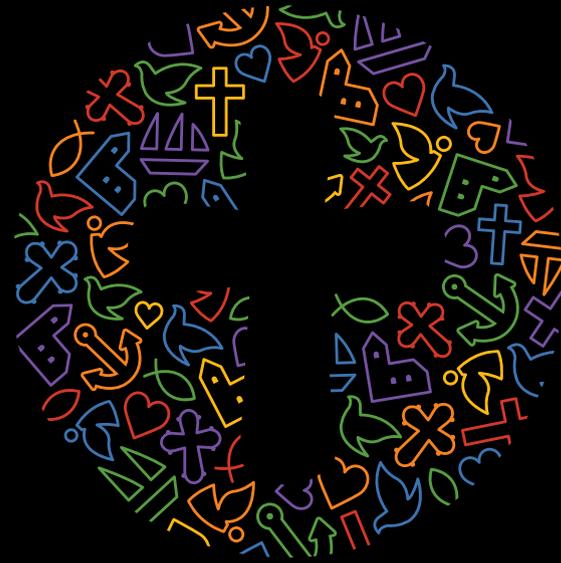
The combination of sandblasted aluminium and black elements creates a sophisticated and beautiful piece of décor for the kitchen in a classic, simple and timeless design.

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 an ON/OFF button with a blue LED indicator.

The series includes 1.2L and 0.6L kettle versions, both of which are strongly represented in the hospitality segment, particularly at 5 star hotels.

JACOB JENSEN™ ELECTRIC KETTLE | PRODUCED BY BELL XPRESS A/S | 2010





EVANGELICAL LUTHERAN CHURCH IN DENMARK

CHURCH OF 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 76% 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.



ECCO

PRODUCT DESIGN MANUAL | 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 tool provides all ECCO designers with a 'road map' on how ECCO should design beautiful and consistent footwear for the future.



JACOB JENSEN™ ELECTRONIC PARKING DISCS

AUTOMOTIVE ACCESSORIES | DENMARK

Parking restrictions apply in most towns and cities in Denmark. In 2009, the JACOB JENSEN™ Electronic Parking Disc I was launched, which at the time was ground-breaking in that market as it was designed to be easy to install by the end-users themselves. It automatically registered and displayed when the car was parked and was radio-controlled from the world clock in Frankfurt. Since then, more than 230,000 units of the parking disc has been sold in Denmark alone.

In a rapidly growing competitive market, the next generation of JACOB JENSEN Electronic Parking Discs introduced a new patented technology merged with a classic and minimalist design. More than ever, the Parking disc now added an aesthetic value to the car in which it was installed. Within a few months, generation II received a gold award by the Danish TECH TEST. The product was particularly praised for its easy-to-read display, its functionality and its overall design.



TOP LEFT: JACOB JENSEN™ ELECTRONIC PARKING DISC II | PRODUCED BY NEUBAUER HOLDING APS | 2016

RIGHT: JACOB JENSEN™ ELECTRONIC PARKING DISC I | PRODUCED BY NEUBAUER HOLDING APS | 2009



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.





JABRA & VERTU

HANDS-FREE COMMUNICATION SOLUTIONS
DENMARK & UNITED KINGDOM

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 PR launch campaign. The partnership resulted in a revolutionary headset design featuring the highest audio quality, comfort, stability and discretion.

The iconic Jabra JX10 became one of GN Netcom's bestselling products.

Shortly after the launch of the Jabra JX10, Jacob Jensen Design was asked by Vertu to design a premium Bluetooth headset for their highly coveted telephones.

The Vertu Aeries Bluetooth Headset was based on the existing technology from the Jabra JX10 and features distinctive styling, which gives it its unique Vertu identity.

The Aeries is one of the lightest fully-featured headsets in the world.





XO CARE

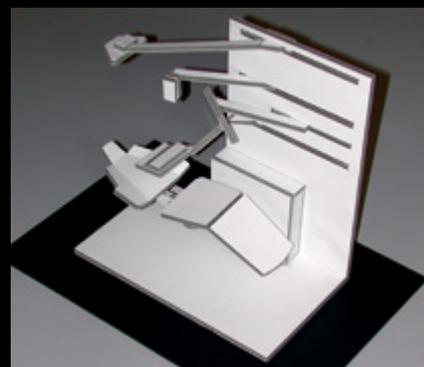
FORMERLY FLEX DENTAL

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 dentists and patients alike 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 that 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. Today, the XO4 dental unit is still XO Care's hero product.



PHASE 1



PHASE 2



PHASE 3

XO CARE | XO 4 UNIT TOTAL DENTAL SOLUTION | 2003

BRUYNZEEL STORAGE SYSTEMS

FORMERLY QUBIQA AND 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.





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 town 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.



JACOB JENSEN™ WEATHER STATION
LIVING COLLECTION | DENMARK

The JACOB JENSEN Weather Station I is a modular built series enabling you to build up the range according to your wishes and needs. The Desktop and Wall Mounting Kits enable you to place the series either on the wall or on a table.

The contrast of warm silver and graphite colours creates a series with a broad appeal thanks to its classic and timeless design.

The Weather Station I has been in production since 1999.

LASAT





JACOB JENSEN™ TELEPHONE COLLECTION

LIVING COLLECTION | DENMARK

Jacob Jensen Design has been creating the world's most iconic telephones since 1977, where the Kirk E76 Telephone designed by Jacob Jensen was launched.

Launched in 1994, the JACOB JENSEN Telephone 3 has been in production for over 23 years and is strongly represented in the hospitality segment including numerous 5 star hotels.

The JACOB JENSEN telephone 3 is seen as icon in the series, which has featured with several other award-winning models.





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.

LOGICAR

DESIGN STUDY | DENMARK

The Logicar was considered an innovation in automotive design for its time. It comprised a multipurpose vehicle that could be transformed from an estate car to a pick-up.

Despite many attempts the car never made it into production. However, the feature of a flat-angled front was a major inspiration throughout the automotive industry.



LOGICAR | DESIGN STUDY | 1982 | TOP: SCALE 1:1 MODEL | BELOW: FULL SIZE WORKING PROTOTYPE: CONVERSION FROM AN ESTATE CAR TO PICK-UP

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 and wristwatches.

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. <<

The most significant of the international exhibitions was the 1978 solo exhibition at MoMA in New York, the 'Bang & Olufsen – Design for Sound by Jacob Jensen', which included 28 audio products.

The exhibition featured both Bang & Olufsen and Jacob Jensen Design. This was an exceptional gesture of recognition as the museum had only arranged such solo exhibitions on two previous occasions: an Olivetti exhibition in the 1930s and a Braun exhibition in the 1960s.

Today Jacob Jensen Design is represented with 21 products in the MoMA design collection.



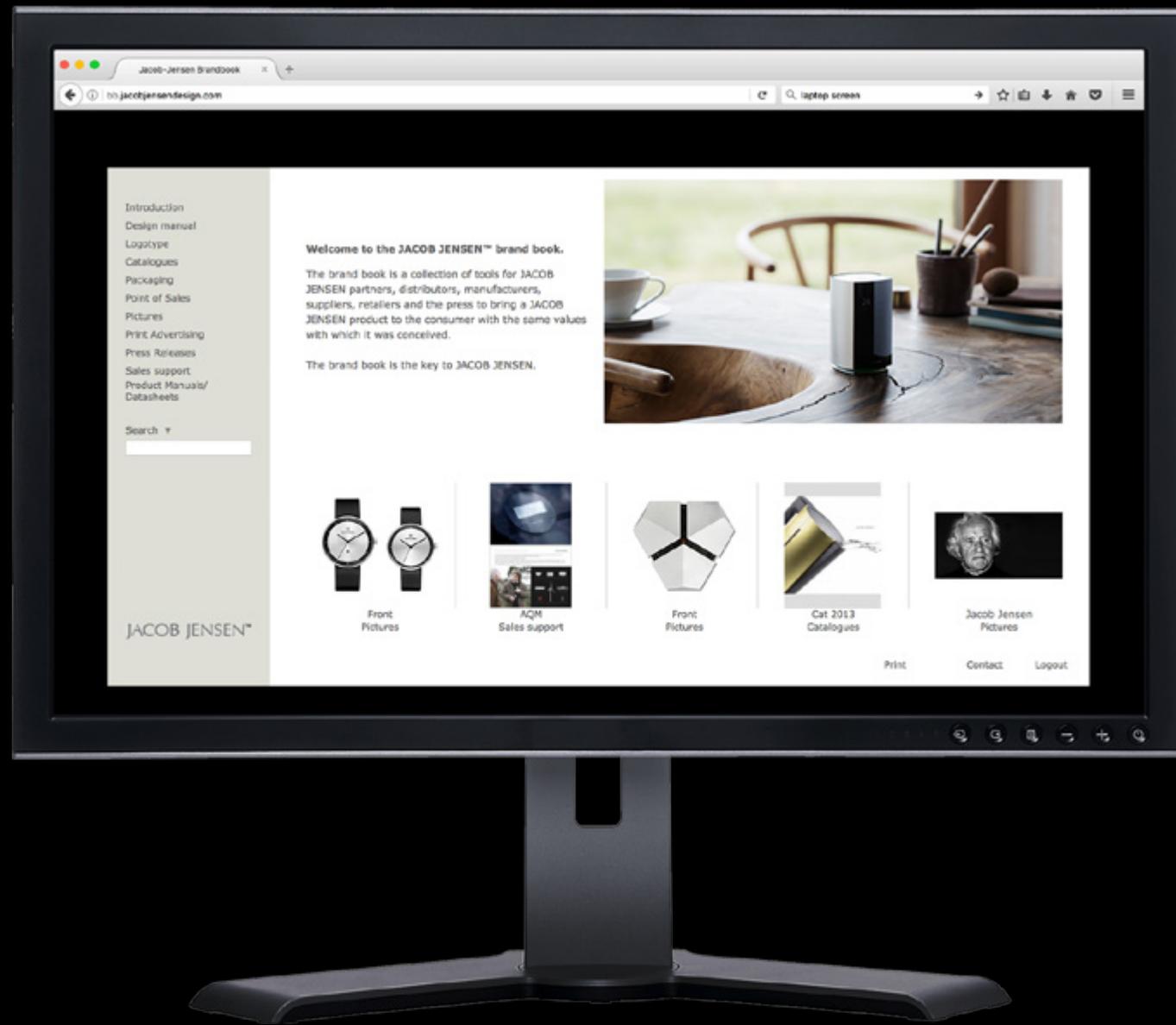
ROSTI MEPAL

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.





JACOB JENSEN™ BRANDBOOK

ONLINE COMMUNICATION PLATFORM | DENMARK

Since 1998, Jacob Jensen Design has been developing a unique visual identity for its own brand JACOB JENSEN™.

To bring every JACOB JENSEN product to the consumer with the same values with which it was conceived, a collection of tools is available from the online JACOB JENSEN™ Brand Book, including a design manual, marketing materials, templates, an image library, POS materials and a press archive.

As brand-owner, Jacob Jensen Design has accumulated extensive knowledge and competencies within the fields of PR, branding and marketing. This hands-on insight creates valuable understanding when working with brands of clients.

DESIGN AWARDS

Together with our clients and partners, Jacob Jensen Design have received a multitude of international distinctions since 1949 when Jacob Jensen was awarded his first medal by King Frederik IX of Denmark in connection with a contest for which the young Jacob had submitted a chair.

To date, Jacob Jensen Design has received more than 130 internationally recognised awards as well as numerous nominations.





THE JACOB JENSEN DESIGN HEADQUARTERS

The Jacob Jensen Design headquarters is situated in a beautiful and isolated landscape in Hejlskov, Denmark, on the shores of the Limfjord. The studio moved to the remarkable house in 1966, and to this day its designers still work on the same premises as the founder.

The unique atmosphere and surroundings of the Jacob Jensen Design studio have always had a vital impact on the characteristic minimalist design work of the studio. The view is so calm and clear that it continues to inspire to our designers around the world.

HOUSE OF JACOB JENSEN

DESIGN COLLECTION

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.

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 almost sixty years of design history as well as panoramic views across the beautiful Danish countryside.





EDUCATIONAL PROGRAMMES

In close cooperation with local universities, we have developed educational programmes offering design students a unique opportunity to gain real work experience in a professional environment, to obtain credit rights to their work and to become part of a royalty-sharing programme.

Design students learn the Jacob Jensen Design methods, values and thoughts, which have evolved and been refined over decades of practice. They acquire ethical and professional standards and add credibility to their existing résumés.

Upon completion of the programme, successful students graduate as designers who can competently reflect the design language of Jacob Jensen Design – A unique foundation on which to build their own careers.

CREATIVE CLOUD

At Jacob Jensen Design, we work in teams across continents and nationalities, which provides our clients with unique local insight as well as a global perspective.

Jacob Jensen Design is situated in three locations: Denmark, China and Thailand. In each studio, we have a strong team of dedicated, experienced and educated employees representing a number of nationalities. Through our educational programmes, creative young talents add to our community and secure a dynamic organisation. We utilise our wide diversity in every project we work on to the benefit of our clients.



JACOB JENSEN DESIGN | KMUTT BANGKOK

Collaborating with King Mongkut's University of Technology Thonburi, the Jacob Jensen Design studio in Bangkok is located across from the Chao Phraya River on the 15th floor of the Knowledge Exchange Building.

JACOB JENSEN DESIGN | KMUTT BANGKOK | BANGKOK, THAILAND



JACOB JENSEN DESIGN | DETAO SHANGHAI

Collaborating with the DeTao Masters Academy, Jacob Jensen Design is situated at the campus of the Shanghai Institute of Visual Art on the 8th floor of the CCIC Building.

JACOB JENSEN DESIGN | DETAO SHANGHAI | SHANGHAI, CHINA



WORK WITH US

PRODUCT DESIGN

We offer conceptual processing, ideation, product value clarification, industrial design, UI design, interaction design, product design manuals, 3D conceptualisation and design mock-ups.

GRAPHIC DESIGN, BRANDING AND COMMUNICATION

We offer brand value clarification, brand personality specifications, corporate identities, design manuals, communication manuals, logo design, marketing materials and campaigns, packaging, web design, graphical user interfaces and app GUI.

PUBLIC SPACE AND INTERIOR DESIGN

We offer architecture, urban design, interior design, booth design and retail and point of sale design directions.

JACOB JENSEN™ LICENSED PARTNER

Become a JACOB JENSEN™ partner by establishing your own line of JACOB JENSEN products. Collaborating with a network of partners, Jacob Jensen Design offers a number of opportunities and benefits.

STUDENT

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

LECTURE OR WORKSHOP

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

DESIGN PROJECT OVERVIEW

	<p>PRE-PHASE STATEMENT OF WORK & AGREEMENT</p>		<p>PHASE 1 RESEARCH & CONCEPTUAL PROPOSALS</p>		<p>PHASE 2 REFINEMENT</p>		<p>PHASE 3 IMPLEMENTATION</p>		<p>PHASE 4 LAUNCH</p>					
	<p>Mutual trust is important for a project to succeed. Through personal meetings regarding your project(s), we will 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 (SOW) that outlines the services and deliverables from Jacob Jensen Design. The SOW will include the design brief, project goals, time frame and costs. Once we agree on the SOW, it will serve as the basis of a formal agreement.</p> <p>When the agreement is signed, we can start our collaboration.</p>	<p>></p>	<p>Jacob Jensen Design will conduct research and analyse relevant perspectives and priorities for the client. Based on the design brief and research, Jacob Jensen Design will prepare 3 (three) conceptual proposals.</p> <table border="1" data-bbox="857 633 1526 804"> <tr> <td data-bbox="857 633 1021 804">RESEARCH</td> <td data-bbox="1021 633 1188 804">  <p>A</p> </td> <td data-bbox="1188 633 1356 804">  <p>B</p> </td> <td data-bbox="1356 633 1526 804">  <p>C</p> </td> </tr> </table> <p>DELIVERABLES: Presentation of concepts in the form of a storyboard with detailed descriptions, drawings and renderings as well as supporting models.</p>	RESEARCH	 <p>A</p>	 <p>B</p>	 <p>C</p>	<p>></p>	<p>Together with the client, Jacob Jensen Design will jointly determine which of the three conceptual proposals (or combination hereof) will serve the basis for further development.</p> <p>DELIVERABLES: Presentation of chosen refined concept in the form of a storyboard with detailed descriptions, drawings and renderings as well as supporting models. CAD files maybe provided if necessary.</p>	<p>></p>	<p>Jacob Jensen Design can assist the client, from a design point of view, in implementing the design into production of prototypes and preparation for production.</p> <p>SUPPORT FUNCTION: Specific preparation may include redesign of portions of the design to adjust for manufacturing capabilities or onsite consultation during prototyping.</p>	<p>></p>	<p>Jacob Jensen Design can assist the client in the launch of the design.</p> <p>EXAMPLES: Launch events, press material, press interviews, lectures by Timothy Jacob Jensen or directing designers etc. Further support can be provided concerning marketing materials, POS etc.</p>	
RESEARCH	 <p>A</p>	 <p>B</p>	 <p>C</p>											

BRANDING PROJECT OVERVIEW

<p>PRE-PHASE STATEMENT OF WORK & AGREEMENT</p>		<p>PHASE 1 RESEARCH & CONCEPTUAL PROPOSALS</p>		<p>PHASE 2 REFINEMENT</p>		<p>PHASE 3 IMPLEMENTATION</p>		<p>PHASE 4 LAUNCH</p>					
<p>Mutual trust is important for a project to succeed. Through personal meetings regarding your project(s), we will 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 (SOW) that outlines the services and deliverables from Jacob Jensen Design. The SOW will include the design brief, project goals, time frame and costs. Once we agree on the SOW, it will serve as the basis of a formal agreement.</p> <p>When the agreement is signed, we can start our collaboration.</p>	<p>></p>	<p>Jacob Jensen Design will conduct research, interviews with key stakeholders, and/or workshops to gauge in the company culture and understand relevant perspectives and priorities. Based on the information gathered, Jacob Jensen Design will clarify brand values and brand personality.</p> <p>Based on the design brief and findings from the research, Jacob Jensen Design will prepare 3 (three) conceptual proposals for the brand identity.</p> <table border="1" data-bbox="854 802 1537 973"> <tr> <td data-bbox="854 802 1024 973">RESEARCH</td> <td data-bbox="1024 802 1195 973">  <p>A</p> </td> <td data-bbox="1195 802 1366 973">  <p>B</p> </td> <td data-bbox="1366 802 1537 973">  <p>C</p> </td> </tr> </table> <p>DELIVERABLES: Report on the value clarification and brand personality specification. Presentation of concepts in the form of a storyboard with moodboard, detailed descriptions outlining conceptual directions.</p>	RESEARCH	 <p>A</p>	 <p>B</p>	 <p>C</p>	<p>></p>	<p>Together with the client, Jacob Jensen Design will jointly determine which of the three conceptual proposals (or combination hereof) will serve the basis for further development.</p> <p>List of material to be delivered in Phase 3 will be determined.</p> <p>DELIVERABLES: Presentation of the refined chosen concept in the form of a storyboard with moodboard, detailed descriptions outlining the conceptual direction.</p>	<p>></p>	<p>Jacob Jensen Design will finalise the design manual, guidelines, artwork and/or templates of corporate identity materials as well as the specified list of marketing materials that may be transformed into an online brand book.</p> <p>EXAMPLES: Ground elements, corporate materials and marketing materials including logotype, colour palette, typography, image policy, letterhead, business cards, brochures, web design, banners, leaflets, booth design, etc.</p>	<p>></p>	<p>Jacob Jensen Design may assist in the launch of the Brand Identity by developing campaigns, design layouts and/or developing artworks ready for production in preferred formats.</p> <p>EXAMPLES: Thematic campaigns, photoshoots, creative direction for TVC, merchandise, retail design direction, POS, press launch, etc.</p>	
RESEARCH	 <p>A</p>	 <p>B</p>	 <p>C</p>										

CONTACT DETAILS

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WECHAT:





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