

ARNE JACOBSEN WALL CLOCK

Launch of AJ WALL CLOCKS 2009



Arne Jacobsen

Rosendahl's timepiece brand/philosophy

The Rosendahl design company's timepiece collection ranges from modern street fashion and advanced gent's watches to pure classic and minimalist design. What all the collections have in common is that each carries a personal story that adds "meaning" to the watch. In other words, there is always a good reason why a watch looks the way it looks. People today are interested in reasons, substance, message – all of which constitutes the story behind a design. Rosendahl selects partners and designers who match this ambition, and who are able to communicate values through unique design, and who want to be involved in the process from concept through to finished product!

General text about Arne Jacobsen

Arne Jacobsen (11 Feb. 1902 – 24 March 1971) is one of the most influential Danish architects and designers of the 20th century. He graduated from the Royal Danish Academy of Fine Arts, School of Architecture in Copenhagen, where he was also a professor of architecture for a long period. Arne Jacobsen put his modernist stamp on architecture and design for more than 50 years – not only in Denmark but also internationally. AJ's output was enormous, originating in a philosophy of creating total concepts, where everything was thoroughly designed, with a common thread between the building, the furniture and other interior decor. This philosophy is evident in the Royal Hotel (1960) and Danmarks Nationalbank (the Danish central bank) (1971), for instance. He was the ambitious individual who refused to compromise on quality and very much challenged his partners and manufacturers to create unique products. Arne Jacobsen's productions are more relevant than ever – and have enjoyed a strong revival over the last 20 years. He embodies the balancing act of elite creator and household name.



Roman (Aarhus City Hall, 1942). An overtly young Arne Jacobsen, a master of classic graphic art. The superlative elegance of Roman captivates everyone.

A design classic comes home

After several years in exile in the hands of manufacturers abroad, a true design classic by Arne Jacobsen, the master architect, is now returning to Denmark. The Rosendahl design company has acquired the rights to recreate and manufacture the Banker's Clock, which Arne Jacobsen originally created when designing the building for Danmarks Nationalbank in 1971. At the same time, the City Hall and Roman clocks will also be returning as Rosendahl has also acquired the rights to these two models. Roman hails from 1942 and was designed for Aarhus City Hall, whereas City Hall is from 1956 and was designed for Rødovre City Hall. It was Arne Jacobsen's custom to design the totality – everything from the building to its fixtures and fittings, furniture, etc. Thus, together, the three clocks represent an interesting cross-section of modernism in design as expressed by Arne Jacobsen over a period of 30 years.



City Hall (Rødovre City Hall, 1956). The design is typical of the era: stringent and unsentimental – almost institutional. A silent and beautiful addition to people's homes.

Recreating a Danish design treasure

This is something of a scoop for Arne Jacobsen fans and clock enthusiasts in general – and for Danish design and Rosendahl in particular. This family-owned company, which nurtures Danish design classics, now also guarantees that the three clocks will be recreated 100% in accordance with Arne Jacobsen's original designs – except for the era and the patina, of course. Collaboration with the architect Teit Weylandt To ensure the clocks are recreated entirely in accordance with and true to the style and spirit of Arne Jacobsen, the Rosendahl design company has initiated close collaboration with the architect and designer Teit Weylandt, who for many years directed product development at Arne Jacobsen's studio and later at Dissing + Weitling. He holds the veto in close collaboration with Rosendahl's product developer Magnus Jørgensen.



Bankers (Danmarks Nationalbank, 1971). Minimalist and modernist in its styling, but allowing room for symbolism and inventiveness. The elegant spiral helps accentuate the passage of time around the clock.

"My willingness to enter into this project was solely conditional on the manufacturer going the distance. At any time throughout the process, I had the opportunity to say no, and I acted as guarantor to ensure the products match the original design as closely as at all possible," Teit adds, continuing: "No stone was left unturned: the hands, the casing, the shape of the lens – we've gone over everything."