

ÅRY TRAYS PRESS RELEASE

SPRING 2012

STAND **I.2 B87**



Finest wood craftsmanship since 1950
åryTRAYS

INDIVIDUALLY HAND CRAFTED FROM SCANDINAVIAN BIRCH WOOD



© 2011 Xavier young

There is an Åry tray to suit every mood and style.

Åry Trays characterize a variety of designs by international artists with different modes of expression. When combined with Åry Trays traditional Swedish craftsmanship the results are functional and beautiful products that will last for years.

Åry Trays have been manufacturing birch wood trays at the original site in Sweden for over 50 years. We have always invested in the best raw materials with the highest environmental credentials and we continue to innovate whilst retaining hand crafted techniques.

Åry Trays are individually hand made from the finest Scandinavian birch wood. Specifically sourced for its fine grain and rare width - the trays have no joins and are made from single sheets of birch so providing a high quality finish and longevity of use. Hygiene is an important consideration for trays because they are used with food, therefore all our trays are dishwasher safe.

For images and further information please contact Åry press

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A. **Åry Trays - Box 801 - 382 28 Nybro - Sweden**

Please turn the page to read
about our new collections!

Tina Backman:

Tina is an illustrator and surface pattern designer based in Sweden. Together with Åry Trays she is presenting two new collections called Cuppa and People. Cuppa with its clean and stylish design in black and white blend into any kitchen and will still be an exclamation point.

"When I see friends we always tend to get stuck in the kitchen drinking tea and coffee. It's the best way to hang out"./Tina

People will certainly spice up the kitchen or living area with its modern and playful approach. Coffee breaks and conversations that occurs when people sit down together and have a cup of coffee or tea has always fascinated Tina. Her tray People is about exciting meetings between people.

Bluebellgray:

With The Red Rose Collection Bluebellgray presents their first collection with Åry Trays. Est 2009, Bluebellgray is a fresh Scottish textile company born from the designer's love of colours and florals. Fiona Douglas creates modern and evocative hand-painted designs in her Glasgow studio. The designer's passion for summer flowers blooming with colour are evident in her intuitive, painterly brushstrokes. Bluebellgray's unique designs are stocked in exclusive design stores throughout the world and have received hugely positive worldwide acclaim including being shortlisted for an Elle Decoration Award in 2010. A piece of Bluebellgray in the home is a memory of warm, sunny days and flowers swaying in the breeze.

Ella Doran:

The company of award-winning textile designer Ella Doran specializes in the surface design of distinctive home accessories and furnishings. In her new collection with Ary Trays, Ella Doran combines her distinct visual appeal with a narrative element, as she plays with the theme of the collector. Her display of matchbox cars from the late 70's in Gridlock and Bugs and Butterflies immediately evoke nostalgic associations. Yet, by using the original colour palettes, which seem very modern in their brightness, while subtly transporting the viewer back to the past, when the displayed objects were new, Ella Doran creates an intriguing tension.

Lush Designs:

Design duo Maria Livings and Marie Rodgers are the artists behind Lush designs. They met at art school and have worked together since then. They live and work in south East London and have put their idiosyncratic illustrative designs on home wares and they believe that everyday objects should be beautiful and interesting. Their themes are often narrative and they love to use elaborate detail and pattern.

Pippi Longstocking:

Pippi Longstocking is one of Astrid Lindgren's most well-known literary characters and the books about Pippi and her friends, Tommy and Annika, have been translated into 64 different languages.

Astrid Lindgren (1907-2002) is known all over the world for her children's books about Pippi Longstocking, Emil i Lönneberga and Karlsson on the roof, and she has been awarded numerous prizes, including the Swedish Academy's gold medal.

Ingrid Vang Nyman (1916-1959) is a Danish illustrator. In 1935 she began to study at the Art Academy in Copenhagen and moved a few years later to Stockholm. She is known for her illustrations of Astrid Lindgren's Pippi Longstocking.

Puddin'head:

Puddin'head is the creation of Richard McAdam who is a print maker and illustrator living in Sydney, Australia. His new drawings for Ary Trays follow his traditional signature style of a combination of montage, drawing and painting but this time in fantastic colour. If there is an underlying thread in his work it's a gentle humor that is more whimsical than hard-edged. The illustrations are made up characters and settings from his imagination.

V & A:

The V & A celebrates creativity at the highest level. Its extraordinary diverse collections continue to inspire excellence in design which is recognized all over the world. One of its greatest strengths lies in the holding of British 20th century textiles from leading UK manufacturers and designers. Drawing on the V & A's unrivalled collections this selection of trays are adapted from 1950s furnishing fabrics, Fruit Delight by Arthur Stewart for Liberty & Co., and Coppice by Mary White for Heal's & Son Ltd.

British Design 1948-2012:

In March 2012, to coincide with the London Olympics, the V & A will stage an exciting and ambitious exhibition: British Design 1948-2012 –innovation in the Modern Age – where textiles will be featured, particularly from the 50s, 60s and 70s, many which have never been seen before, have been beautifully applied to Ary trays.

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