

Hejlskov, Denmark, September 2016

SCANDINAVIA'S MOST AWARD-WINNING DESIGN CONSULTANCY SETS A NEW STANDARD FOR DESIGN SERVICES

Jacob Jensen Design unveils a new international educational program. The vision is to contribute to a higher standard of living by creating professional opportunities for design talents in emerging markets. Passing on their design tradition to the new generation, Jacob Jensen Design will continue to influence the world through innovative design. The Danish design house has two products nominated to this year's UX Design Award

Design can change the world. With that credo Scandinavia's oldest and most award-winning design house, Jacob Jensen Design, has embarked on a mission to establish an international community of creative talents from all over the world.

"In close cooperation with local universities, we have developed an educational program offering design students a unique opportunity to gain real work experience in an international environment, to obtain credit rights to their work and to become part of a royalty sharing program," says Chief Design Officer, Timothy Jacob Jensen and continues:

"We want to make the world a better and more beautiful place through education. The wireless music system ADCOM® LUNA is one of the first direct results of our educational program. It is designed by Jacob Jensen Design | KMUTT Bangkok with credit to the team: Nharath Waiyawajamai, Rakpong Songpitak and Tobias Fifield. ADCOM® LUNA has already won a number of design awards including a Red Dot Award for Product Design, which proves that the mission we have started has potential."

The program is a full-time apprenticeship hosted at one of the Jacob Jensen Design Studios in Bangkok or Shanghai.



UX DESIGN AWARDS 2016 NOMINEES PRESENTED ON IFA BERLIN

Jacob Jensen Design has been honored by two nominations to the UX Design Awards 2016. The nominees are the JACOB JENSEN™ Air Quality Monitor; a device that measures and displays indoor air quality and the JACOB JENSEN™ Smart Bracelet; a fashionable bracelet that connects with a smartphone and provides gesture recognition technology including emergency safety positioning for women. Experience the products at IFA Berlin, Hall 9, booth 118.

**UX
DESIGN
AWARDS** | Nominated
2016



MEET JACOB JENSEN DESIGN AT IFA BERLIN IN RESELLERS PARK, HALL 25:

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ABOUT JACOB JENSEN DESIGN STUDIOS

Established in 1958, [Jacob Jensen Design](#) is Scandinavia's oldest and most award-winning design house. With almost sixty years of insight into design, innovation, communication, sustainability and technology, Jacob Jensen Design provides a wide range of [creative services](#) for clients all over the world, helping them to become leaders in their industry.

Jacob Jensen Design is a recognized contributor to the international design scene with clients like Gaggenau, Vertu, Toshiba, Volvo, Steinway Lyngdorf, Lufthansa and Ecco, to mention but a few. Jacob Jensen Design is particularly known for the groundbreaking design language they developed for [Bang & Olufsen](#) which transformed the company from a Danish quality brand to an international icon.

Today Jacob Jensen Design operates out of Denmark, China and Thailand.

The first design academy, [Jacob Jensen Design | Detao Shanghai](#), was founded in 2011 in collaboration with Detao Masters Academy under The Shanghai Institute of Visual Art at the Fudan University. In 2014, [Jacob Jensen Design | KMUTT Bangkok](#) was established in collaboration with King Mongkut's University of Technology Thonburi.

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ABOUT JACOB JENSEN™ PRODUCT COLLECTION

Collaborating closely with a network of partners, Jacob Jensen Design designs, manufactures and markets a broad range of lifestyle products under the brand of [JACOB JENSEN™](#). The characteristic and exceptionally enduring [design language](#) developed by Jacob Jensen Design has brought pleasure to generations and continues to appeal to this day.

FIND OUT MORE ...

- View the latest Global Group Catalogue [here](#)
- Visit our website www.jacobjensen.com
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FOR FURTHER INFORMATION, PLEASE CONTACT:

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