

Bold wall clock

For Normann Copenhagen in Denmark

Bold is a graphic wall clock, designed by the Swedish designer Jonas Wagell. The design clearly references the world of typography, in which a font can be made bold to stand out and attract the eye. That's where the clock gets its name, Bold, from. The face and hands of the clock have plump, rounded shapes that soften up the otherwise minimalistic and industrial design.

The clock distinguishes itself by its simple yet characterful expression. The designer's background in graphic design is reflected in the clock's idiom, which builds on clean lines and reduction to an absolute essence. One enticing detail is the play on the colours, which creates the optical illusion that the hands are hovering freely.

Jonas Wagell says: "My ambition is to create plain and honest products that have warmth and character. Bold is a good example of this. I have boiled down the details in the design in order to create an iconographic product. All superfluous details are removed, but the clock still has an impactful, personal and humorous expression."

The wall clock comes in three versions: white with black hands, grey with both hands in shades of grey and fresh petroleum, with hands in pink and green.

Project information

Title: Bold

Object: Wall clock

Client: Normann Copenhagen (www.normann-copenhagen.com)

Size: Diameter 35 cm

Material: Powder coated steel

Design: Jonas Wagell

Year: 2008

Release year: September 2015



Designer Jonas Wagell

Short biography and references

Jonas Wagell is a Swedish architect and designer born in 1973. Wagell's studio is based in the Hornstull area of Stockholm, but it's collaborations stretch as far as Asia and North America. Wagell's work has come to be known for simplistic playfulness and clever compact living.

Jonas is trained in graphic design, marketing, product design and architecture at schools including Konstfack, Beckmans and Berghs in Stockholm and Parsons in New York City. He has a back record in strategic project management and communication.

Today the studio's architecture work is mostly known for the prefab house concept Mini House which early was recognized by Wallpaper* Magazine which named him one of "the world's 50 hottest young architects" in 2008. More recently Wagell has designed an extensive range of small and functional sauna and well-being cabins called Arjan Sauna, realized together with a Swedish house company.

In terms of product design the studio strives for a diverse approach - from furniture and lighting, to tableware and consumer goods. The clients include Scandinavian companies such as Menu, Normann Copenhagen, Muuto and Design House Stockholm, but also major brands like WMF in Germany and Design Within Reach in the United States. Since the end of 2014 Jonas is consulting with creative direction as well as designing the first collection of products for a new American design brand to be launched during 2016. Furthermore, during 2015 Wagell was commissioned by the new Chinese design brand Zaozuo as one of three acclaimed design studios to contribute with several products for the start-up collection to be released in late 2015.

Awards and merits

2015: Wallpaper* Handmade exhibition in Milan in collaboration with Kettal.

2014: Keynote lecturer at Belgrade Design Week 2014.

2014: Elle Decoration Swedish Design Awards, Cloud (Bsweden) Lamp of the Year.

2008: Wallpaper* Architects directory - The world's 50 hottest young architects.

2008: Innovation Award 2008 Mini house, Swedish Chamber of Commerce, London.

2008: First prize 100% Futures Competition at 100% Design London.

Education

2002-2007: Interior Architecture & Furniture Design MFA, Konstfack, Stockholm

2004-2005: Interior Design, Parsons School of Design, New York City

2001-2002: Form studies, Beckmans School of Design, Stockholm

2000-2001: Strategic Project Management, Berghs School of Comm., Stockholm

1996-1997: Marketing Economics, Berghs School of Communication, Stockholm

1994-1995: Graphic Design and print, Ebersteinska, Norrköping

Selection of book publications

Nanotecture (Phaidon), 2016

CITIX60 Stockholm (Viction:ary), 2016

Atlas of European Architecture (Braun), 2015

Die Besten Einfamilienhäuser Bis 150 m2 (Callwey), 2015

Scandinavian Designers at Work (Luster), 2014

Details in Contemporary Bar and Restaurant Design (Laurence King), 2013

Top Space & Art (Alpha Books), 2011

Highlight Commercial Space (Dalian), 2011

Restaurant & Café Design (Dalian), 2011

Staging Space (Gestalten), 2010

1000 Garden designs (Laurence King), 2010

Arcadia (Gestalten), 2009

Space Craft 2 (Gestalten), 2009

Jonas Wagell Design & Architecture

Lindvallsplan 10
117 36 Stockholm
Sweden

+46 720 146000
info@jonaswagell.se
www.jonaswagell.se