

MODERN DESIGN | 25

2 5 Y E A R S O F I C O N I C D E S I G N

As seen in Metropolitan Home

Design Statement

BODUM - Brewing Strong for 60 Years

Coffee Unplugged

Just Like Wine, Now Beans Get Put to the Test

Tea Ceremony

A Purifying Bath of the Six Senses

Turning Up the Heat

After 25 Years the Ottoni Kettle Goes Electric

One Tastemaker- 100 Million Followers.

...And counting: There's a fast growing trend towards unplugged coffee making these days. Good news for BODUM, the company that has been in the business of brewing an excellent cup of coffee for over sixty years now.

Ibis
Water Kettle Electric
Stainless Steel
1.5 l/51 oz



As Simple as That

1. Use freshly roasted coffee beans
2. Grind them coarsely before each brew
3. Use water just off the boil (198 - 204°F, 92 - 96°C)
4. Let brew for 4 minutes
5. Press down plunger and enjoy

Canteen
Glass Large Double Wall
0.4 l/13.5 oz



It's certainly not by chance that the BODUM French press has become the iconic coffee maker it is – it happens to be the easiest and also the most suitable way of brewing coffee, which is a hard to beat concept. People just love their little coffee brewing ritual – in the morning and throughout the day – and they enjoy the rich yet somewhat mild coffee aroma this particular brewing process delivers. They love the anticipation of opening up a pack of freshly roasted coffee beans and grinding them right before the brewing process so the coffee doesn't oxidize. Hot water right off the boil adds that optimal extraction power for the essential oils in the beans to develop their full flavor profile in four minutes. That's what a good brewing system is all about: fully surrounding the coarsely ground coffee beans with water at the right temperature for the right amount of time. Overextracting coffee beans leads to a bitter and astringent taste as too many acids get released. With an easy press on the plunger the French press prevents just that.

After the discovery of coffee and its industrialized distribution around the world, coffee shops delivered higher coffee education in the last fifteen years. Now a third wave of love for coffee is sweeping the country and this time it borders on obsession. Now it's all about origin, about the farmers who grow and process the beans and the particular flavors they nurture. Roasters travel to remote areas in

Africa and South America to find distinct flavors, and they reward farmers with premiums for excellence. Finding the perfect roast has become a wonderful ritual for coffee drinkers. As we have seen with wine and beer before - the trend in roasting today leans towards micro roasting companies and coffee tasting events. Meticulously grown, roasted, and prepared coffees make many a taster feel like they are drinking coffee for the first time in their lives. Needless to say, there is no going back after experiencing an expertly prepared masterpiece. And this is where things come full circle for BODUM: roasters love using the BODUM French press to test the quality of their coffees. They are experiencing the consistently high quality of the purest coffee brewing process day after day.

History Lesson

The coffee press was first developed in France in the '50s by a company who also built clarinets, of all things. The company was later integrated into BODUM. Still today Chambord is manufactured by skilled craftsmen and with the highest environmentally friendly standards. To date, BODUM has sold 100 million French presses.



Columbia
Coffee Maker Double Wall
Stainless Steel
1.0 l/34 oz



Facts and Figures

Coffee is the second largest market in the world. Number 1 is oil.

Almost 50% of all adults in the US drink coffee on a daily basis, another 25% occasionally.

Today, the world's heaviest coffee drinkers live in Scandinavia.

Coffee has been around at least 1500 years; it's been commercially grown for 500 years.

Throughout time coffee has been considered a food, a wine, a medicine, and an aphrodisiac.

Coffee stimulates the mind: The Turks called their cafés "school of the wise."

In 17th century England, coffee houses were referred to as "penny universities."

Design: BODUM Design Group
Chambord Coffee Press 1928-16
1.0 l/34 oz/8 cup
1.800.23.BODUM



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Design: BODUM Design Group
Shin Cha Tea Press 1803-16
1.0 1/34 oz/8 cup
1.800.23.BODUM

Bag tea bags for good.

BODUM felt flattered when the British Tea Council asked them to develop a new way of brewing tea. They decided to forget all they thought they knew about tea and start fresh.

First they set out to learn all there is to know about tea – from its history in different cultures and the various ways of preparing tea to today's habits in tea consumption and preparation. Soon their goal became clear: they wanted nothing less than to develop a new way of tea brewing that would, on the one hand, respect the delicate nature of tea and bring its richest flavors to full bloom, and on the other, be even easier to use than tea bags – the fast-food version of tea that no real tea lover would be caught dead with. It was a lofty goal and the success of the tea press certainly shows that they

reached it. BODUM did for tea what they had already done for coffee: they developed a surprisingly simple brewing system that would give any tea the optimal time and space to release its rich flavor bouquet and the plunger to interrupt that process at the preferred time with one little push. The most important lesson they learned was that tea needs space to develop – hence the spacious strainers in all the BODUM tea presses. Tea leaves can swirl and float freely and go about their business of releasing their stimulating or soothing qualities depending on the preferred choice of tea. After four or five minutes the push of the plunger encapsulates the pressed tea leaves at the dead end of the strainer and the brewing process is stopped. Just like that – without making a drippy mess on the counter or the new tablecloth. No wonder it was a piece of cake to convert tea bag users to the tea press. More flavor for less work – that was a concept even people in today's fast lane could sign up for.



Yohki
Storage Jar Stainless Steel Lid
From 0.25 1/8 oz to 2.5 1/8.5 oz

The Art of Tea Making

Start with very clean utensils. The widely shared belief that brown coating in a tea pot makes better tasting tea is a myth.

Put fresh, cold water to boil. Cold water contains more oxygen which gives the tea its full flavor.

Do not overfill the strainer. Tea leaves need room to swirl freely.

Add 1 tsp for the pot and 1 additional teaspoon per cup of tea.

Do not overboil the water, the oxygen will be boiled off.

Pour the water over the tea as soon as the water starts to boil.

Let the tea draw for about 5 minutes (varies for different teas and tastes).



Curl
Water Kettle Electric Stainless Steel
1.4 1/47 oz



Bora Bora
Tea Press Double Wall
0.5 1/17 oz

Little Tea History

According to Chinese mythology the first cup of tea was made in 2737 BC. The Chinese Emperor, Shen Nung, scholar and herbalist, was sitting beneath a tree while his servant boiled drinking water. A leaf from the tree dropped into the water and Shen Nung decided to try the brew. The tree was a wild tea tree. From the beginning tea has been known as a healthy and refreshing drink, and it was spread throughout China and Japan by the movement of Buddhist priests. In Japan the tea ceremony is considered to be the purifying bath of the six senses. In 1644 tea is recorded in England for the first time. Sailors from the Far East brought back packets of tea as presents which led to its introduction into London's coffee houses. In North America drinking coffee instead of tea became the patriotic thing to do after England levied a tax on tea shipped to its colonies. On December 16, 1773, fifty men disguised themselves as Indians and boarded ships owned by the British East India company. They smashed open 342 crates of tea and threw them into the Boston Harbor. This became known as the Boston Tea Party and ultimately led to the American Revolution.



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Brewing strong for 60 years

Good design should be available to everyone, is the core belief of Jørgen Bodum. It was also the core belief of his father, Peter, who founded BODUM in Denmark in 1944. And with every single product they have designed since then they have proven they really mean it.

It all started with a coffee maker. A very special coffee maker – Santos – the first one Peter Bodum had developed himself. A few years earlier he had imported a French vacuum coffee maker and sold it on the Danish market but he found the product unsatisfactory and expensive. He was convinced of the “vacuum brewing system” though and set out to improve it. Santos became the coffee maker of the fifties, sixties, and a good part of the seventies. Its popularity grew to the point where you could find a Santos in nearly every Scandinavian home. The magic of the Santos held people spellbound as they followed the visual wonder of water rising into the funnel and mysteriously returning to the serving jug as rich black coffee. Today BODUM still sells the original Santos, as well as an updated, high-tech version that is all electric and equally fascinating.

When Jørgen took over BODUM in 1974 he dedicated himself to coffee as well and developed the first Bodum French press – and as far as this product goes, the rest is pretty much history. 100 million French presses have

been sold to date and it's still a fast growing trend. A few years later, BODUM ventured into tea and was equally successful. After all, they were asked by the British Tea Council to invent a new tea brewing system, which they did with the tea press. From there BODUM ventured into all aspects of the kitchen – remaining true to their credo: “form follows function” and “good design doesn't have to be expensive.” Kitchenware, tableware, glasses, knives – there's no kitchen product BODUM didn't find a beautifully simple and innovative solution for. Lately their double-wall glasses have been all the rage, winning many important international design awards and the hearts of customers. An affordable mouth-blown double-wall glass that keeps hot drinks hot and cold drinks cold without burnt fingers or messy condensation rings – no wonder the international editorial pages helped spread the news.

The BODUM success story is just another example of the power of staying true to ones core beliefs. As it turns out, consumers share those same beliefs.



Jørgen Bodum, the son of the BODUM founder, has been the company's CEO since 1974. In 1979 he moved the business from Denmark to Switzerland to be more centrally located in Europe.



Today BODUM operates in 17 different countries and is represented in thousands and thousands of high-end coffee and tea stores, department stores, coffeehouses, catalogues, and on websites all over the world. BODUM also has over 40 of its own stores and a total of 700 employees.



The BODUM headquarters in Triengen, Switzerland, was designed by the the BODUM Design Group from 1996 to 2000. The 27,000 sq.ft. building, designed around its cafeteria, makes the flow of communication easy for the 50 people working there.

Today, with its team of designers, constructors, and architects, BODUM does its own award-winning product design, development, and advertising. A creative approach to industrial design has been the company's credo since the beginning: Peter Bodum collaborated with many artists, designers and architects.

Design: BODUM Design Group
Santos Vacuum Coffee Maker 1208-01
1.0 1/34 oz/8 cup
1.800.23.BODUM



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Filtering Out the Hectic Parts of the Day

Individual taste leads the way in today's coffee world. That includes everything about the aromatic brew – from the beans and their origins, to the roasting process and the coffee maker of choice.

On the one hand, coffee making gets more and more sophisticated. On the other, it's back to basics. Very distinct basics, that is. Forget the drip coffee makers that keep coffee warm and acidic tasting for hours. There's something to be said about filter coffee though. It's actually not as bad as one might think as long as there is no paper filter involved. Paper filters retain the good coffee oils thus making the coffee taste like – well, nothing much. The newly developed BODUM filters are made of gold, a very durable and rust-proof material, that only lets through the good stuff - not imparting any metallic flavor into the coffee. The very fine gold mesh keeps the ground beans covered with hot water for a longer period of time so the extraction power for the essential oils to develop their full flavor becomes much higher. That way filter coffee can please even the most sophisticated coffee aficionado.



1

Santos is the update of an old classic – the first BODUM coffee maker. The vacuum brewing system ensures the ground coffee beans are surrounded with the perfect temperature water for the perfect amount of time.



2

The Pavina double-wall glasses come in three different sizes. From espresso to latte – anyone's coffee of choice stays hot longer and no fingers get burnt as the double-wall insulates both ways.



3

Grinding the coffee beans right before preparing coffee has a huge taste impact. The Antigua gently grinds everyone's preferred coarseness at the touch of a button. It comes in black and in stainless steel.



4

BODUM's Best is a dark roasted blend of three different renowned origin coffees from Central America, East Africa and Indonesia. Its taste is bold but balanced with dark chocolate, spice, and berry notes in flavor and finish.

Design: BODUM Design Group
Kona Coffee Maker Drip Filter 10442
1.0 1/34 oz/8 cup
1.800.23.BODUM



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Design: BODUM Design Group
Marcel Tea Press 10452-16
1.0 l/34 oz/8 cup
1.800.23.BODUM

A Ceremony of Sublime Flavors

Tea is the most affordable drink after water – a fact that is strongly contrasted by the rich abundance of tea varieties and the different rituals of preparing them.

In recent years tea has become the drink of choice for a fast growing number of people. For a long time the Western world was only interested in the traditional black teas. Today's tea lovers like expanding their horizons; choosing to experiment with a vast variety of teas from all over the world such as the Asian green teas, the African rooibos teas and local flower and herbal teas. Green teas and rooibos teas are a perfect fit for today's health-conscious environment. Their powerful anti-oxidants are reputed to be beneficial to fight infections, allergies, high cholesterol, and even certain cancers. New tea habits call for new tea pots. As opposed to black tea, the brewing process of green, rooibos and flower teas doesn't need to be interrupted. In fact, free swirling tea leaves make these teas even more aromatic and no bitterness develops over time. That's why BODUM developed the beautifully simple glass infuser where real connoisseurs can see their tea leaves floating, knowing they will get the best out of them.



1

This double-wall Pavina glass is perfect in size to please any green tea lover's highest standards. The double-wall insulation keeps green tea hot longer and fingers from burning.



2

The Thé de Chine tea pot with its glass infuser was designed to complement any modern decor and tableware. Its clean lines save space in the kitchen cabinet and the dish washer.



3

The Assam tea pot is the icon among a wide variety of BODUM tea presses. It is the ideal brewing method for black teas as its stainless steel strainer is spacious enough to let tea leaves float freely, and the plunger can stop the brewing process according to everyone's preferred strength.



4

In this Classic tea pot old meets new: it is designed after the traditional English tea pots where we find similar shapes in stoneware or porcelain. Its glass infuser, however, makes it perfect for green teas, rooibos teas and fruit teas which have become more and more popular.



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Shaken or Stirred?

Cooked, actually. It's not just martinis that deserve to look seducing in a cocktail glass. Edible delicacies have discovered this eye-catching showcase and they won't let go anytime soon.

As if BODUM's award-winning double-wall glasses weren't already versatile enough with their ability to keep hot drinks hot and cold drinks cold - add the appetizer and dessert qualities of the five newly designed additions to the line and what you get is a very high-end glass with a split personality. These glasses couldn't care less what they exhibit - they look fabulous with just about anything in them - whether it be shrimp cocktail, melon soup with a dash of crème fraîche or a colorful gelato creation. One might forget they also carry a pinot grigio, pilsner, champagne, martinis and apéritifs beautifully. It's a great time to get creative in the kitchen and challenge the drink/food barrier every time these glasses come into action.



Bon Appétit or Cheers.



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