

# Monica and Morsø win design award

*The Morsø 7600, designed by Monica Ritterband, has won the prestigious international design award, Red Dot 2010*

What have Apple, Audi, BMW, B&O and Monica Ritterband got in common?

Answer: They have all tried to win what is probably the design world's most prestigious award: the "Red Dot Design Award", which each year sees entries from some several thousand companies from around 60 countries.

This year's award in the "Product Design" category was won by the Danish wood-burning stove, the Morsø 7600, designed by Monica Ritterband.

When voting, the Red Dot jury put particular emphasis on quality, functionality, user friendliness and, above all, innovation. Monica Ritterband's new Morsø 7600 wood-burning stove was in a league of its own with its circular shape, round feminine transitions, enormous glass window combined with indestructible cast iron. These unique design elements give the stove a personal style with a soft, organic touch.

The stove, which bears the Nordic Swan eco-label, is based on the convection principle and offers fantastically clean and effective combustion. It is both logical and easy to use, as the stove's air intake – and therefore combustion and heat – controlled by a single handle.

The Morsø 7600 is already a huge sales success in Europe, the USA, Japan and South Africa. In the USA it was launched at the famous HPBA fair, where it was nominated for "The Vesta Award", wood-burning stoves' equivalent of the Oscars.

Morsø's wood-burning stoves are marketed across the country via selected fireplace centres. The Morsø 7600 is available in four versions: on a base with drawer, with feet and drawer, on a pedestal and wall-mounted. All four versions have won the award and the title "The Red Dot Design award 2010".

Monica Ritterband's reaction to the good news:

“Oops, now the bar’s been raised – it’s something else to live up to in the future... And yes, I’m secretly cheering! ”

For more information, contact Marketing Manager: Lone Bak Attermann.