

EGO

Our Universe...

The EGO universe is hard to describe within one definition. EGO is a personal dream of sensations, emotions, awareness, evolution and a desire of changing the small objects in our homes and makes it a selected brand within beautiful expressions.

Our aim is to create the type of design objects that would provide a multitude of sensual experiences, enjoyment and emotions for urban living people.

It is unconventional luxury - objects you need to feel and try out...

A brand whose essence lies in its contrast. Where all objects are individual EGOs - still with the originality of smaller series - filled with innovation and strong inventive ideas as well as surprising details in their idiom and functionality.

Each object carefully styled to tell its own story within the brand.

EGO has the character and the courage to stand out with a strong appeal to people curious about design.

A constantly evolving exploration of creativity.

EGO is Danish Interior Design developed with optimal aesthetics and functionality through Danish design. Which means that form, aesthetics and functionality are naturally equal conditions, integrated into all our products grown from roots in Danish design.

Product Design; created and written by designer Steffen Schmelling.

In 2006 EGO launched their first objects and entered the international scene of design.

Since then already the proud Award winner of the most prestigious international design prizes, amongst others: red dot Awards (5) and the iF Design Award (3).

Welcome to our universe – be inspired...

**EGO a/s**  
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### Pasta- / spaghetti spoon

Beautiful design icon standing out from the plateau. Remarkable innovation. Rethinking the functionality. High performance. 3 blades styled in 18/ 10 high mirror polished stainless steel. 3 leaves styled in PP material making the side edge fingers grab the spaghetti perfectly. Transformation... 3 leaves closing the steel blades - appears as a beautiful spoon!  
Diameter 102 mm x height 221 mm





### Pasta dish

Classical Italian plate styled in bone china porcelain with a wide plateau ideal for Italian dishes prepared in the oven.

A small spot underlines the centre of the dish and mark the 'parking spot' for the innovative pasta spoon!

Diameter 300 mm x height 60 mm

# Unconventional luxury

– objects you need to feel  
and try out...



product  
design  
award

2008



## Salad bowls – ultimate way of serving!

The 2 sizes bowls are styled in bone china porcelain with a raising centre. The raising centre has some extra advantage: Visually beautiful presentation of your salad, holding the salad serves without falling down. Avoiding the salad to 'soak' in dressing or oil. Easier mixing of your salad.

Diameter 230 mm x height 85 mm / diameter 300 mm x height 95 mm





product  
design  
award

2008



## Salad servers

The salad servers are styled in 18/10 high mirror polished stainless steel. Dressed with holes and a bended body gives some extra advantage: Beautiful presented on the centre peak of the bowls. Avoiding sliding down into the bowls. Short handles minimum of space. Different sizes - can be placed inside each other.

Diameter 88 mm x length 238 mm / diameter 96 mm x length 246 mm



### Multi bowl

Multi bowl for mixing or serving styled in bone china porcelain and 18/10 stainless steel. The classical shaped bowl for easy mixing. Multi spoon used as a pestle for mixing dressing. As a spoon for serving. 'Lemon' lid used as a lid for fridge storage.

As a loose squeezer to add flavour.

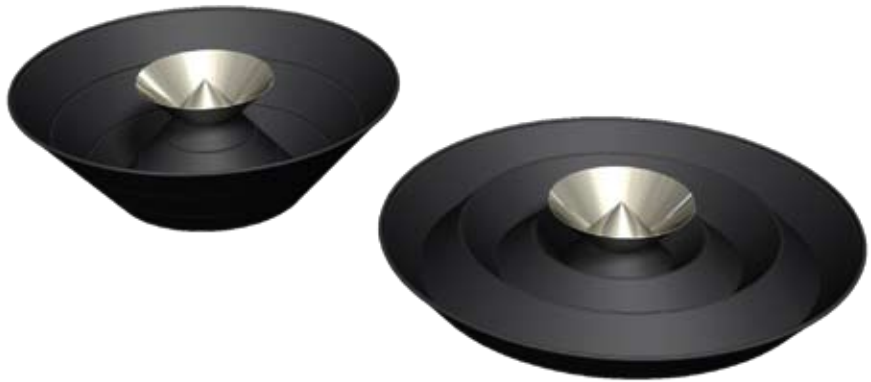
Diameter 100 mm x height 110 mm



### Olive bowl

Olives or other delicacies. The bowl is styled in bone china porcelain with a high centre peak. Standing spoon styled in 18/10 stainless steel. A centre spoon hole makes the liquid disappear. Stands as a sculpture on the centre peak.

Diameter 140 mm x height 60 mm



### Rubber bowl & Dip cup – Challenging traditional thinking – the soul of EGO!

Foldable rubber cones styled in strengthened rubber. Dip cup styled in 18/10 stainless steel and fits on the centre spot.

With its numerous shapes – a cone shaped deep bowl, a bowl with collar, a bowl with inner cone, a low bowl with various compartments, a zigzagged plate. Has an indefinite number of possible applications. It is a sculptural frame for fruit and nuts. It can be used as an ice pail or a hors d'oeuvre dish with separate compartments for sweets, snacks, dip, salsas and the alike. It is ideal for decorative arrangements, in which the bowl is tipped or the many angles are used for individual placement of edible things. Colours: classical and trendy options...

Diameter 300 mm x height 50-170 mm / diameter 450 mm x height 60-240 mm







reddot design award  
winner 2007



### Grater – grinding or serving?

Strictly large in size - shaves a perfect portion by a single stroke. Styled in thin 18/10 stainless steel plate for sharp grind...

Shaves with the right angle slices, fine grating or larger grating. Tall shaped tower - gives a perfect grip for the whole hand.

Centre hole in top for easy cleaning. Including a serving tray styled in Corian®, which with this technical material skills leaves

no marks from food colour after cleaning. Use the grater tray for serving the cheese. Submerge plateau - right angle position.

Length 267 mm x dept 148 mm x height 290 mm



red dot design award  
winner 2007



### Soup ladle - how to pour?

Beautiful drop shaped body standing shamelessly out of the soup. Styled in 18/10 high mirror polished stainless steel.

Visual attraction - 'mirror' effect from the bottom along side the hollow handle. Rethink how to pour... pour from all sides. Can be used in a normal saucepan or together with the EGO soup tureen styled in porcelain. Seasonal occasions ex. summer punch.

Diameter 103 mm x height 277 mm



# Character & courage

to stand out with a strong appeal  
to people curious about design...



## Thermo bowls - Warm soup and "Cold" hands!

Our Soup bowl with double wall provides you with a thermo effect. Warm inside - cold outside The design invites to be held at hand. Dedicated spoon, also with a hollow handle. Styled in smooth porcelain surface. Experience for your taste, adding fabulous soups for your eye as well. The soup bowl matches of course to the soup tureen - perfect in design and quality.

Styled in porcelain with spoon & chopsticks. Colours: Shinning black or brilliant white glaze

Diameter 160 mm x height 90 mm



### Soup tureen - serving in a saucepan?

Sensually curve shaped body. Our EGO soup tureen is the powerful finale of the EGO soup universe. Inside as outside this design is voluminous; with a shape of its own the design is suitable for all kinds of soups but also a mixed salad will look great in this 'take it to the limit' expression. With the beautiful drop shaped EGO soup spoon standing shamelessly out of the soup this is a provoking new way of eating.... Styled in porcelain. Colours: Shinning black or brilliant white glaze.

Diameter 300 mm x height 170 mm



red dot design award  
winner 2008



## Espresso

The EGO Café glass series comprises espresso, cappuccino and caffè latte glasses featuring an innovative "propella" stick. The stick is put into the focus of a well-devised design concept offering a stylish way to enjoy one's favourite coffee. The functional "propella" stick is a new way of perceiving a spoon. Danish design with the best and strong flavour of Italian coffee. Styled in clear quality glass and the propella sticks of 18/10 high polished stainless steel. Easy to clean thanks to their flat outside bottom.

Espresso 70 ml.





reddot design award  
winner 2008



## Cappuccino

Well-devised design concept offering a stylish way to enjoy one's favourite coffee. The functional "propella" stick is a new way of perceiving a spoon. Use it for adding cane sugar or as a "taste stick" for soft milk foam. Danish design with the best and strong flavour of Italian coffee. Spike in the centre of the glass underlines its strong EGOs DNA. Styled in clear quality glass and the propella sticks of 18/10 high polished stainless steel. Easy to clean thanks to their flat outside bottom. 150ml.



reddot design award  
winner 2008



## Caffe latte

Danish design with the best and strong flavour of Italian coffee. Spike in the centre of the glass underlines its strong EGOs DNA. The functional "propella" stick is a new way of perceiving a spoon. Use it for adding cane sugar or as a "taste stick" for soft milk foam or just as a stir stick since part of it has been turned by 20 degrees and place it in your pocket! Styled in clear quality glass and the propella sticks of 18/10 high polished stainless steel. Easy to clean thanks to their flat outside bottom. 300ml.



### Cognac glass - state of the art glasses!

For a cosy time around the fireplace in a deep and close dialogue. A modern expression for the urban living person. Simple but yet unique and delicate shape of its own. Placed on the table it find its own circle... In a oblique angle still perfect fit for the warm hands. Mouth-blown technique and styled in clear quality glass.

100ml.

# Each object

carefully styled to tell  
its own story  
within the brand...



## Whisky- / Bailey glass - Glamour and smoke in breathtaking design

Our shape of the Whisky glass are in the respect and joy of Scottish Whisky from the Highlands. In Heavy clear glass to support the smooth and strong taste. Yet in a new shape concentrating the flavour. Mouthblown technique and styled in clear quality glass.

100ml.





### Grill cutlery - for the open-minded eye!

Our grill cutlery is just as you expect good cutlery to be, and yet completely different! A simple but unique asymmetric hollow handles creates a new design, born to be a classic. Your hands, your eyes and your beef will enjoy the polished steel for a lifetime. Perfect 'fit' for your forefinger. Sharp and precise cut always. Controlled weight, gives a perfect balanced set. Styled in high mirror polished stainless steel with hollow handles.

Fork length 205 mm / knife length 226 mm



### Grill- / brunch plate

Grill plate is a 'dry' and elegant solution for a juiced and mixed situation. A single concentric circle divides the plate into sections on which the meal can be arranged and enjoyed without mixing. A perfect match to our grill cutlery - clean and strong visual performance. Add the wooden plate placed into the inner circle, a dedicated brunch plate is born! Hole for a soft-boiled egg. Bread, jam, ham and egg, everything in the right place. 'Dry' and elegant solution for a healthy and mixed situation...

Styled in bone china porcelain and oiled wood.

Plate diameter 300 mm / wooden plate 160 mm



### Urban dinnerware

The series of Dinner plate, Salad plate and Soup-/pasta plate with the strong EGO DNA. Clean with strong and visual performance. The EGO spike underline the centre of the plate. Styled in pure white porcelain.

Diameter: Grill plate 300 mm / Salad plate 250 mm / Dinner plate 300 mm / Soup- & pasta plate 260 mm



Coming  
fall 2008



### Kitchen Towel holder

Strong icon status in every room. Yet filled with functionality and surprising details. 'Hair' of toothpicks hidden below the head. Everything at one place for smooth after dinner service. Wide flat plateau standing no falling. Styled in 18/10 stainless steel with a hollow body.

Diameter 147 mm x 147 mm x height 370 mm

