



**applicata**

by nordic artisans

*talents and traditions*

BRAND  
PRESENTATION  
2024





## THE APPLICATA OFFERING IN BRIEF:

We specialise in “special gifts for special occasions”, which is why our offering primarily consists of exclusive candlesticks, wall clocks, vases, trays, tapas dishes, hooks and storage boxes.

We work with various authentic materials like wood, glass, brass and paper – and at different price points:  
*with recommended retail prices ranging from €15 up to €631.*

The majority of our products are priced between €60 and €209.

### Special characteristics of applicata:

- a special gift for a special occasion
- local production
- ecofriendly reusable packaging
- strong design collaborations
- exclusive and authentic materials



## ABOUT APPLICATA

applicata is a family-owned Danish design company, working with contemporary talents and traditional craftsmanship in each collection.

Our collections are **designed by talented architects, designers and artists** such as Amanda Lilholt, Anne Boysen, Studio Fem, Pernille Snedker, Rikke Skytte and Anders Nørgaard, among others. We look forward to introducing even more interesting design collaborations in the future.

The majority of our collections are delivered in reusable giftboxes, decorated by Danish artists.

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## ABOUT APPLICATA

Our products are created from durable materials such as solid wood, real brass, glass and paper, all of which age beautifully over time – with the aim of creating long-lasting designs and joy for generations.

We have made an active choice to produce ALL products locally. This means that the entire range is produced by artisans in family-owned workshops in Denmark and Sweden.

*All of our wood and paper products are FSC®-certified.*

*The FSC label is the world's most ambitious global certification for responsible forest management, and it's your assurance of wood and paper from well-managed forests and other responsible sources. FSC works for both nature and human conditions in the world's forests.*



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Introducing selected products for you:

# BESTSELLERS & BEAUTIFUL NEWS

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## BESTSELLER: BLOSSOM CANDLEHOLDERS

Blossom is our popular range of classic candlesticks in three heights. Available in 14 colours. All in FSC®-certified wood.

The candlesticks are all hand-made in solid wood and are produced in family-owned workshops in Scandinavia. The range is designed by Danish architect Anders Nørgaard.

### Recommended retail prices:

- Lily (24,5 cm) from €60
- Rose (29 cm) from €65
- Tulip (33,5 cm) from €70





## BESTSELLER: BLOSSOM CANDLEHOLDERS

*“The slender lines of Blossom were inspired by candlesticks from the 1950s and 1960s, which were often made out of spare wood left over when the woodturner had finished his chair and table legs. Here, I have also drawn inspiration from the crisp outlines of budding flowers. The colour palette is very wide indeed, ranging from delicate pastels and neutral hues to bright, contemporary colours.”*

- Architect, Anders Nørgaard

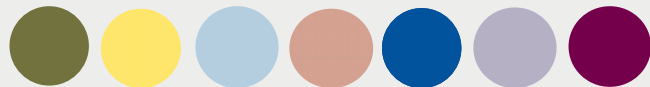


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### Classic colours:

Black, Cool grey, City grey, White, Oak, Oiled oak & Smoked oak.



### Colours of joy:

Olive green, Yellow, Sky blue, Warm rose, Cobalt blue, Lavender & Deep purple.

## CHOICE OF COLOURS: BLOSSOM CANDLEHOLDERS & BLOSSOM CANDLES

The colours of the entire Blossom collection are chosen so they can be combined with each other.

We recommend to buy a base of classic colours and add joyfull colours to create atmosphere and attention. They can be styled in several combinations for different atmospheres, where deep and warm colours create security and stability against vivid and strongly contrasting colours.

*Choose between 14 colour variants.*





## BLOSSOM CANDLES

Blossom Candles are applicata's handmade coloured candles. Available in 14 different colours – matching our Blossom Candleholders. With self-extinguishing wicks, so the flame goes out when there are 2–3 centimetres remaining. Ensures that the candle does not burn to the bottom and damage the candlestick.

Handmade from 100% pure natural paraffin wax and featuring a natural cotton wick. The candles are produced by a Danish Family-owned company, known for making quality candles for the past fifty years.

*Recommended retail price per box: €15.*



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## BLOSSOM CANDLES

Candles with self-extinguishing wicks  
- in all 14 Blossom colours

In a pack of 3 x boxes (with four candles in each box), tied up with ribbon. The batch size is 18 boxes with 4 candles per colour.

Choice of colours:

Olive green, Deep purple, Cobalt blue, Sky blue, Warm rose, Smoked oak, City grey, Oak, Oiled oak, Lavender, Cool grey, Yellow, Black & White.

*Recommended retail price per box: €15.*



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## BESTSELLER: LUNA CANDLEHOLDER

Luna candleholder can be used all year round for parties and everyday life, and with the possibility to add your own style and decoration.

Luna can be used as an everyday candleholder on the dining table with nuts or fruit, or it can be decorated for the holiday seasons and the special occasion. The small candleholders are movable or can even be spread around.

Made from solid FSC®-certified oak.

Luna has 4 movable candleholders available in brass or black.

Choose between two sizes: Ø 27cm or Ø33 cm.

Produced in family-owned workshops in Scandinavia.

Designed by Danish architect Anders Nørgaard.

*Recommended retail price from €169 - €209.*



## BESTSELLER: LUNA CANDLEHOLDER

Luna is inspired by the night sky, changing and admirable, with the moon as the focal point and the stars around - sometimes a few, sometimes many.

Four movable candleholders makes Luna Candleholder perfect for Advent. Easy to decorate - year after year!

Comes in a beautiful gift box decorated by the artist & WallPaper Award Winner Pernille Snedker.



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## NEW: THE SHAPE COLLECTION

### Artisan-crafted wooden vases

The Shape Collection was created as an encounter between organic shapes and solid materials. Vases that can beautifully showcase nature's wildflowers or branches, but is also highly decorative when empty and displayed on its own.

Design by UnnaTrä, an award-winning design studio and carpentry workshop with a love for Swedish nature, situated in beautiful Småland.

Made from solid FSC®-certified oak.

Available in oak, smoked oak and black stained oak.

Includes a glass insert for water. Produced in family-owned workshops in Scandinavia.

*Recommended retail price: €197 - €223.*



## NEW: THE SHAPE COLLECTION

Ball wooden vase

D 10 x H 19 cm

*Recommended retail price: €197.*

Cone wooden vase

D 9 x H 25 cm

*Recommended retail price: €211.*

Bowl wooden vase

D 13 x H 14 cm

*Recommended retail price: €223.*

Made from solid FSC®-certified oak.

Available in oak, smoked oak and black stained oak.

Includes a glass insert for water.

Produced in family-owned workshops in Scandinavia.

Design by UnnaTrä.

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## BESTSELLER: ROUNDNROUND

Cheeky, cute and FSC®-certified.

RoundNRound is a reversible candleholder that houses a tealight candle at one end or a regular candle at the other. Designed by German designer Susanne Uerlings.

Made from solid FSC®-certified oak.  
The candleholder is produced in family-owned workshops in Scandinavia.



RoundNRound measures 9x6 cm and is available in natural oak and in 6 colours: Olive Green, City Grey, Baby Blue, Lavender, Warm rose and White.

*Recommended retail price from €58.*

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## NEW: A TRIBUTE TO COLOUR

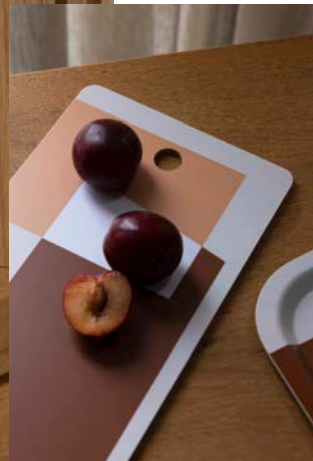
Ready for food - and the dishwasher!

A Tribute to Colour is a new collection of classic serving trays and reversible tapas boards that beautifully portray their carefully selected colours, and which are just as eye-catching when used for serving as they are as decor.

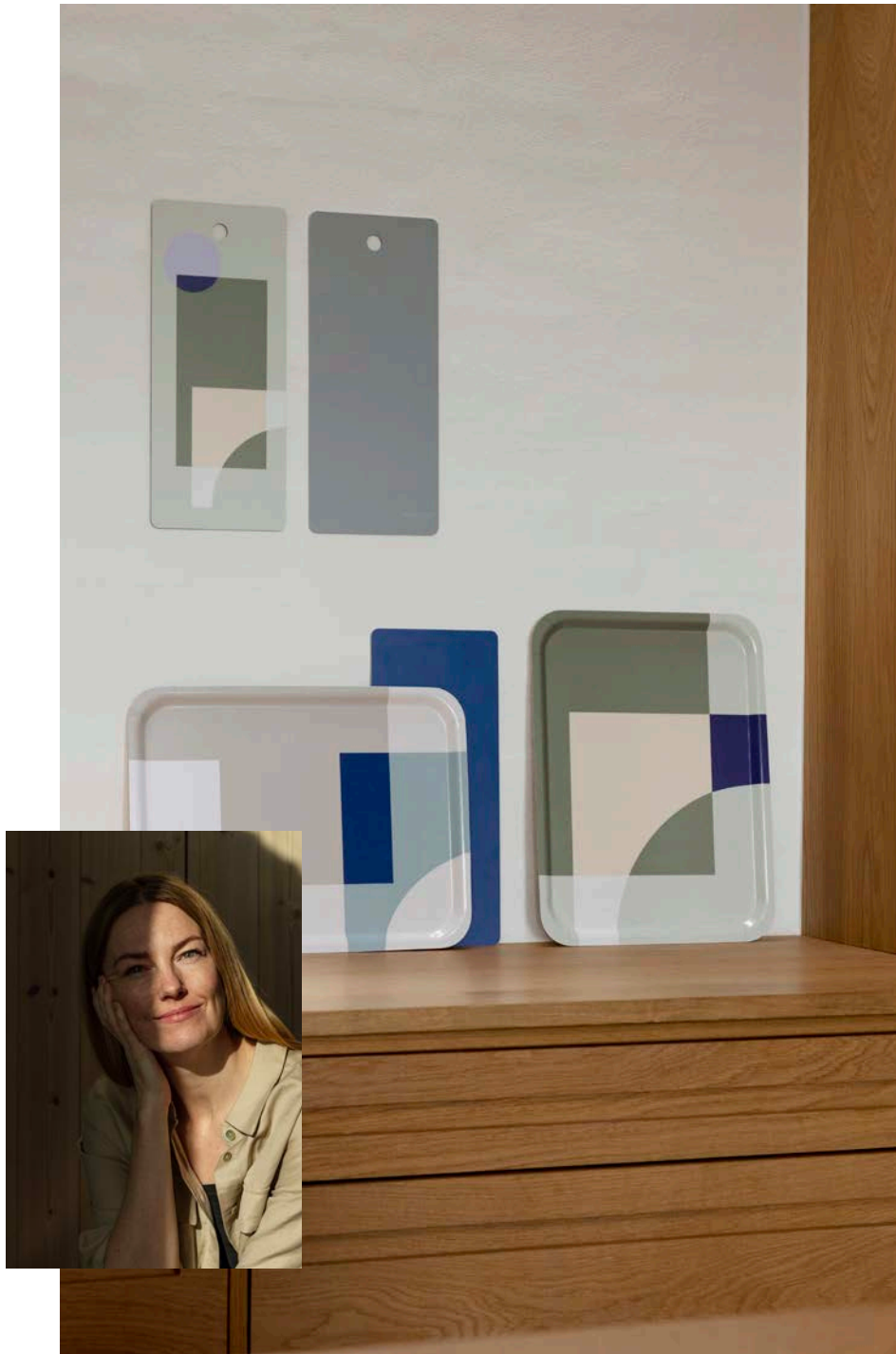
Made of FSC®-certified birch veneer. Produced in family-owned workshops in Scandinavia. Food-grade approved and dishwasher-safe. Designed by Danish futurologist and designer, Rikke Skytte.

*Recommended retail price from €63.*

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## NEW: A TRIBUTE TO COLOUR

*“It’s important to me that the products can be turned, twisted and put together across the collection – and be equally aesthetic. And consumers should be able to use the range as a functional product for serving, but also as small works of art”*

- Rikke Skytte

Classic serving trays are available in:

Minerals, small (34 x 24 cm). *Recommended retail price: €63.*

Clay, small (34 x 24 cm). *Recommended retail price: €63.*

Sand, large (43 x 33 cm). *Recommended retail price: €69.*

Bio, large (43 x 33 cm). *Recommended retail price: €69.*

Two-sided/reversible tapas boards:

Geometric decoration on one side and solid colour on the other.

Size: 40 x 17 cm. *Recommended retail price: €69.*

Available in the colour variants:

Minerals/back in green.

Clay/back in red.

Sand/back in blue.

Bio/back in purple.

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## BESTSELLER: WATCH:OUT WALL CLOCK

*“The value of a great design-object is found in the detail, the craftsmanship and the feeling it provides you with, whether physically or emotional.”*

- Anne Boysen

Made from solid FSC®-certified oak.

Ø32 cm.

Produced in Denmark.

Designed by Danish architect Anne Boysen

Available in the colour variants:

Solid oak, smoked oak and grey stained oak  
with different colour hands.

*Recommended retail price from €209.*

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## BESTSELLER: WATCH:OUT WALL CLOCK

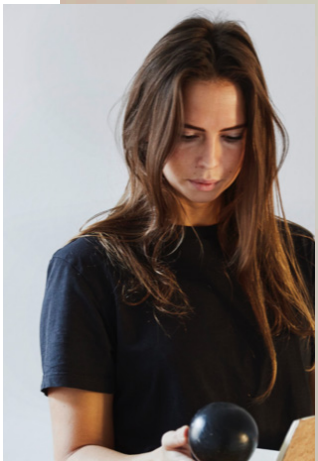
Watch:Out is a minimalistic wall clock handcrafted from solid FSC®-certified oak. Produced in family-owned workshops in Denmark.

The designer Anne Boysen is an award winning Danish architect who loves to combine art and design in her work. She takes a practical approach to her profession playing with the combination of form and material. Anne is fascinated by details and good craftsmanship.

Watch:Out comes in a beautiful gift box decorated by the artist & WallPaper Award Winner Pernille Snedker.



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## INFLUENCER DARLING: CIRCLE COLLECTION

Danish designer Amanda Lilholt has created the Circle Collection:  
glow, balance and solid.

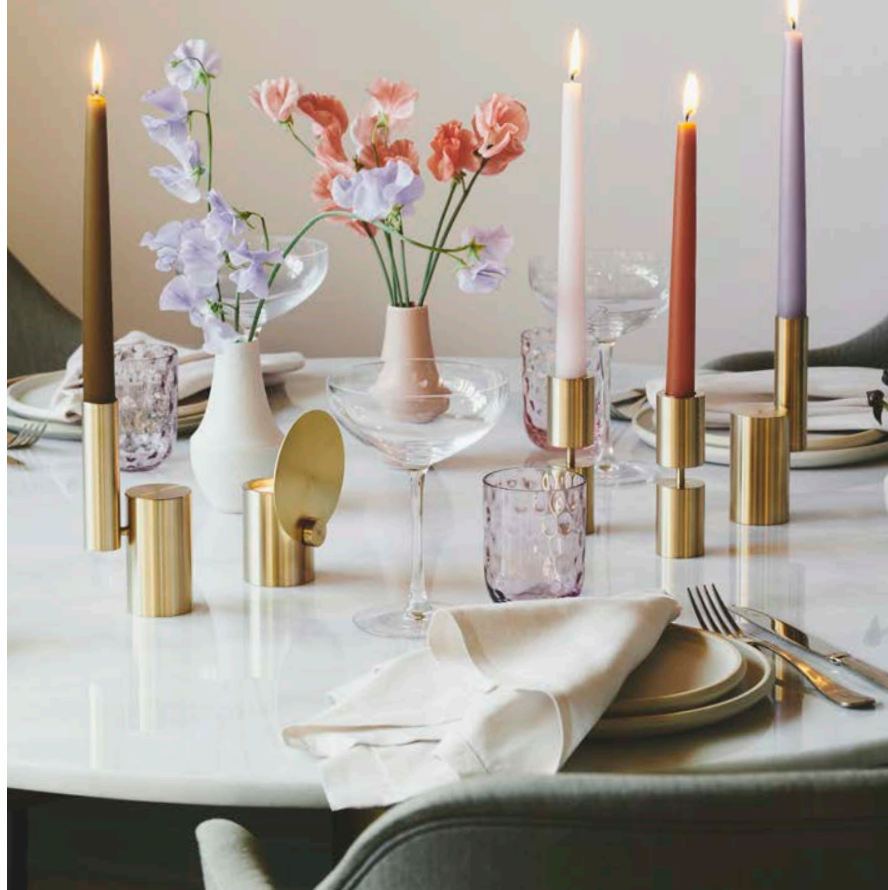
The Circle Collection is made of solid brass that has been left untreated  
with no varnish or coating.

The idea is that each piece should be allowed to age and patinate  
naturally, making them even more beautiful over time.

*Recommended retail prices from €120 - €133.*

*"With inspiration from the sun and its geometrical shape and glow,  
I created the Circle Collection".*

- Amanda Lilholt





## INFLUENCER DARLING: CIRCLE COLLECTION

An exclusive collection in solid brass. Produced in Denmark  
Designed by Amanda Lilholt.

**Balance:** Use as candleholder or small vase.  
*Recommended retail price: €120.*

**Solid:** An elegant, classic candleholder.  
*Recommended retail price: €126.*

**Glow:** A tealight holder that spreads the light in  
a circle around it. Beautiful from every angle with  
its large circle held in place by a smaller circle.  
*Recommended retail price: €133.*



An aerial photograph of a coastline, showing a vibrant turquoise sea meeting a white sandy beach. The water's color transitions from a deep blue to a lighter, almost white foam near the shore. The beach is a mix of light tan and white sand, with some darker patches. The overall scene is serene and natural.

# INSPIRATION & INFORMATION

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## REUSABLE PACKAGING INCLUDED:

### A Tribute to Wood / Box Collection

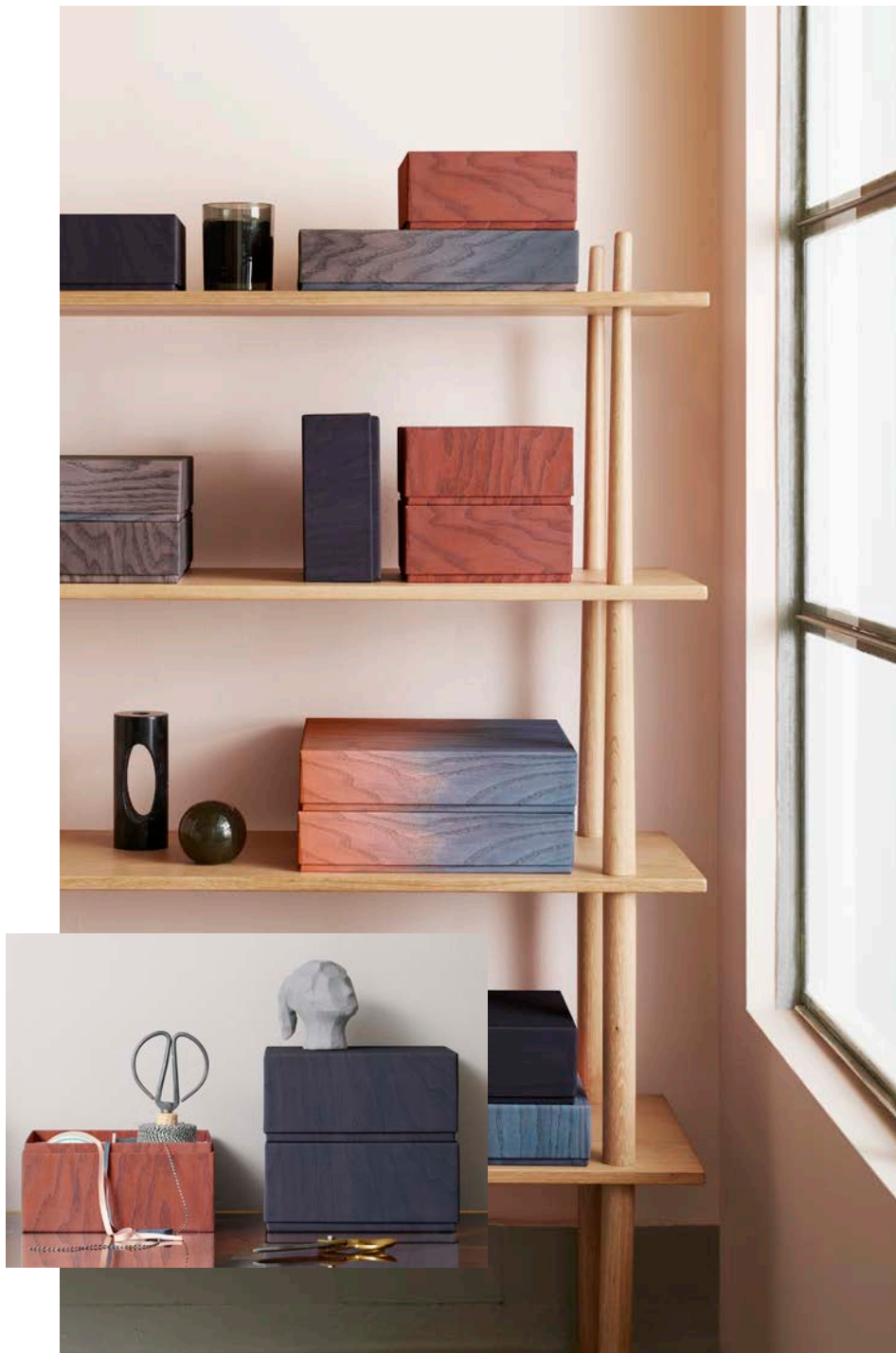
A Tribute to Wood box collection is made as a beautiful and reusable gift boxes for our new designs and a selected part of existing products. The boxes are decorated by Danish artist Pernille Snedker, produced in Denmark and crafted from FSC®-certified cardboard.

*The gift box has a value of €22-€30 (suggested retail price), but is always included with the purchase of products from the Circle Collection, Luna Trays, Luna Candleholder, Watch:Out wall clock, Mush Candleholders and the Shape Collection.*



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## A TRIBUTE TO WOOD / BOX COLLECTION

Design by artist Pernille Snedker

The boxes are available in two sizes and can also be purchased separately as a part of your applicata assortment.

20 x 20 x 9.5 cm, *recommended retail price €22.*

33 x 33 x 8 cm, *recommended retail price €30.*



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# APPLICATA PRODUCTS ON DISPLAY





follow us on social media  
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*Find our lookbook here*

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Need a pricelist? Or have further question?

Please contact: Mette Løt  
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