

Formland Design Award



Autumn 2008

Handpresso Wild

Handpresso Wild was awarded in competition with four other nominees in the design competition, which has been part of the Formland fair since 1987. The Prize Committee particularly praised the innovation and balance of the product.

- Air pressure, boiling water and coffee are the three ingredients that give you perfect coffee enjoyment at home, on the beach, on a mountain - in short, everywhere. The balance between form and function is what makes Handpresso Wild brilliant and unique. The details have been carefully considered – the surface is durable and the materials are good quality. Even the sound of coffee making is included – and the espresso is tasty, says the Prize Committee in their motivation.

International design company behind the product

Handpresso Wild is designed by Henrik Nielsen from Nielsen Innovation. The international design company that is based in France is specialized in creating products not seen before – and adding new opportunities in our everyday lives. Henrik Nielsen founded the company in 2000 and has worked with innovative design for companies in e.g. Germany, UK, USA, Taiwan, Dubai and Denmark.

Handpresso Wild is sold (in Sweden by the company Kaffeexperter & Son AB). It is a unique and surprising product targeted primarily at people who enjoy outdoor life.

Handpresso Wild uses no electricity – only hand power from the user. The coffee making begins when you pump the pressure up to approximately 16 bar, add hot water in the container, put in an E.S.E. coffee pod and push a button. After this, tasty espresso pours out into your cup. The recommended retail price is (SEK 1.199).

The other nominated products for the design award were the thermo cup To Go from Stelton, the basket SoftBox from MOOMENT, the Carat knife series from Raadvad / Fiskars Brands Danmark and a brush and dustpan from Trip Trap Denmark A/S. This time the Prize Committee consisted of graphic designer John Boye, creative manager Jørn Moesgaard, and designer and furniture creator Birgitte Appeløng. 80 Products were recommended for the Formland Design Award – Autumn 2008.

Prova den på Formex i monter C 04:63. Välkomna!

www.handpresso.se