

## PRESS RELEASE

HWAM

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# Nature tamed in the living room

**Nordic minimalism, Danish craftsmanship and smart technology in perfect harmony - this is what tames the flames of the fire in a new eco-friendly wood-burning stove designed for the modern home.**

Whether it is the waves of the sea breaking against the shore, or the flames dancing softly behind the stove pane, every one of us loves the forces of nature, which are wildly fascinating and highly soothing.

With two new stoves designed to gain an excellent view of the fire and the dancing flames, the Danish manufacturer of wood-burning stoves Hwam, together with the design duo Henrik Sørig and Tobias Jacobsen, now makes it even easier to pull the heating forces of nature into the home.

The design and construction of the new stoves offer a most spectacular view of the dancing flames. Fire needs space, but it must also be controlled. The new wood-burning stoves are designed so that we can enjoy the sight of nature under control in our living room," says designer Henrik Sørig.

### **The stylish corner stone of the living room**

The two wood-burning stoves, Hwam 4510 and 4520, are the smallest in the Hwam 4500 series. Like the rest of the series, they feature a classic and minimalist expression with a slightly curved front and the option of side panes with an unobstructed view of the fire from several angles. And naturally, with Hwam's smart technology to control the consumption of firewood.

When working on these new stoves, Henrik Sørig and Tobias Jacobsen regarded the wood-burning stove as a piece of furniture.

"The stove is the cornerstone of the living room, attracting attention and bringing everything together. Therefore, a wood-burning stove has to fit in and be nice to look at, whether it is lit or not," says Henrik Sørig, who also stresses that the plinth was another focus point for the designers.

"We challenged the traditional plinth and tried to rethink its expression. The result is a light and almost floating plinth."

### **The smart stove**

Behind the stylish and minimalist exterior, advanced technology ensures optimum utilisation of the firewood and optimum combustion. The technology is called Hwam Smart Stove.

"Hwam Smart Stove provides stable combustion and an even temperature - of benefit to the household and the environment. Use the app or the remote control to set the desired temperature. The system will then tell you when it is time to add new firewood," says Stefan Hvam Pedersen, CEO of Hwam A/S.

Hwam is a Danish family-owned company that has been producing wood-burning stoves at the family's high-tech production facility in Hørning outside Aarhus since 1973.

**Photo text 1:** With the two new Hwam wood-burning stoves, 4510 and 4520, the designers Henrik Sørig and Tobias Jacobsen have pulled an element of nature into the living room. The stylish and organic design makes the wood-burning stoves an elegant addition to any room.

**Photo text 2:** When working on the new wood-burning stoves 4510 and 4520, the designers Henrik Sørig and Hwam and Tobias Jacobsen redesigned the form and expression of the plinth. The result is a light and almost floating plinth with an elegant expression.

**For more information:**

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