

# raawii

Thing, a multi-purpose object designed by George Sowden for Danish creative platform raawii, marks the brand's entry into the small furniture category.



George Sowden and the two co-founders of raawii have been friends for years, and their conversations have now resulted in their first joint product: Thing. As designers, both George Sowden and Nicholas Wiig-Hansen, one of the co-founders, have gained experience with large companies and both later decided to take on the development, production and distribution of their designs through their own brands Sowden and raawii. Thing is an expression of this independence from an industrial manufacturer. It is a multi-purpose object, a stool, a small table - variable in whatever it can be used for spontaneously. The object is made of 100 % recycled aluminium - with the exception of the silicone feet, which give it a secure stand. Once the various parts are screwed together – the product is shipped as a flat pack - Thing can be used both indoors

and outdoors and even left out in the rain.

Thing is available in 5 colours: red, yellow, green, white and black.

## About George Sowden

George Sowden is a designer living and working in Milan, Italy. A founding member of the Memphis Group, long time consultant for Olivetti, a designer for Swatch, Alessi, Guzzini, Moulinex and Steelcase among others, he started his own company, Sowden, in 2010. In recent years he has designed and produced a collection of items for Hay.  
[www.georgesowden.com](http://www.georgesowden.com)

## About raawii

raawii was founded in 2017 by Bo Raahauge Rasmussen and Nicholai Wiig-Hansen and is based in Copenhagen, Denmark. The brand references the initials of their last names. Both founders - one designer and educator, the other an economist and development expert – share the curiosity to work with creatives of different backgrounds and a deep passion for turning ideas into reality. Their ambition is to build a design platform using the power of creativity to contribute to cultural and social advancement.  
[www.raawii.dk](http://www.raawii.dk)

For press inquiries or additional photography,  
please contact [pr@raawii.dk](mailto:pr@raawii.dk).