

Winetube

Enjoy the wine on the wall

The new wine rack, "Winetube", from Rosendahl alters our traditional perception of a wine rack.

It is not everyday that you find a wine rack shaped as a tube, which unites art with practical purposes. However, the new Winetube from Rosendahl, which is made by the Danish designer Kim Almsig, both stores and exhibits the wine bottles. Thereby, the tube obtains a sculptural expression - a piece of minimal art with its very simple construction. The tube is manufactured in anodized aluminum and is available in two different colours, nature and dark aluminium. It is smart, pure and luxurious, and a part of Rosendahl's exclusive product line named Black Label.

The tube is 75cm long and is to be mounted on the wall by means of two screws. Twelve holes have been drilled on each side of the tube allowing space for 12 bottles. The bottles are carried solely in their neck, giving the impression that the bottles are floating on the wall.

Combination of art and functionalism

The Winetube was designed because Kim Almsig believed that existing wine racks were too complex and that they did not live up to his perception of Scandinavian design. Therefore, he developed the Winetube, which complies with the qualifications of Scandinavian minimal art.

In the traditional wine racks, you can hardly see the wine bottles or the etiquettes. This may cause difficulties in gaining an overview of your wine collection. Therefore, I developed the Winetube, which allows the bottles to come into their own while at the same time they create a beautiful ensemble, Kim Almsig says.

For further info on Rosendahl and where to buy check out www.rosendahl.com

Proposal for picture text:

The simple Winetube from Rosendahl differs from our traditional perception of the ordinary wine rack. A piece of minimal art - the Winetube adds a sculptural expression to the wine.