



aida®

design since 1953
denmark

SUMMER SPRING 2024



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aida works closely with a number
of recognized Danish designers.

Common for the designers associated
with aida is that they all contribute to
the modern Scandinavian expression
that aida is known for.

Simplification
Renewal
Beautification
Colourful

are some of the words that are
characteristic for our design.

DESIGN COLLECTIONS

For more than 70 years, aida has presented timeless porcelain of good quality at affordable prices. From the beginning, aida's philosophy has been to create beautiful and durable tableware.

A craftsmanship that lives up to both professional chefs and private food lovers' daily requirements – be it in the kitchen or at the dinner table. In 1953, Ancher Iversen set up the company Ancher Iversen a/s with the intention of setting the daily table with good design.

In 1969, the well-known company invited the hard-working colleague Finn Maae Jensen to become partner and when Ancher Iversen passed away a few years later, Finn became owner of the company.

In 1996, the Sørholm stoneware factory joined the aida family.

In 2002, Peter Maae Jensen became managing director and principal shareholder, thereby giving the company new life in its already great heritage of making good designs for every table and kitchen.

The company completed a rebranding process and, among other things changed its name to aida (ancher iversen danmark).

Today, aida is a Danish design company striving to give food lovers the highest possible value for money within dinnerware, glass-ware, cutlery, kitchen utensils, lifestyle and gift articles.

CERAMIC WORKSHOP



A high-quality stoneware series with lots of different expressions due to the beautiful reactive glaze. The stoneware is beautiful on its own, but also mixes perfectly with the other colours. The inspiration for this stoneware series came from nature and the pieces give the feeling of being close to the warm rays of the sun, birds singing, and the beautiful dark and orange shades of autumn, with leaves falling and chestnuts on the ground, all associated with good memories.

	 <p>18531 matte brown mug 35 cl</p>	 <p>18533 matte brown dinner plate 26 cm</p>	 <p>18532 matte brown lunch plate 19,5 cm</p>	 <p>18534 matte brown bowl 15 cm</p>
	 <p>18501 dark green mug 35 cl</p>	 <p>18503 dark green dinner plate 26 cm</p>	 <p>18502 dark green lunch plate 19,5 cm</p>	 <p>18504 dark green bowl 15 cm</p>
	 <p>18511 deep blue mug 35 cl</p>	 <p>18513 deep blue dinner plate 26 cm</p>	 <p>18512 deep blue lunch plate 19,5 cm</p>	 <p>18514 deep blue bowl 15 cm</p>
	 <p>18521 grey/green mug 35 cl</p>	 <p>18523 grey/green dinner plate 26 cm</p>	 <p>18522 grey/green lunch plate 19,5 cm</p>	 <p>18524 grey/green bowl 15 cm</p>

ALU BOTTLES



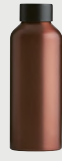
Looking for an alternative to plastic bottles? Bring your water with you on the go with our aida Design light-weight aluminum bottles. Leak-free and comes in three modern colours – copper - shiny white and shiny black. The bottles (not lid) are dishwasher safe and are therefore easy to clean.



13201
alu bottle
shiny black 0,5 L



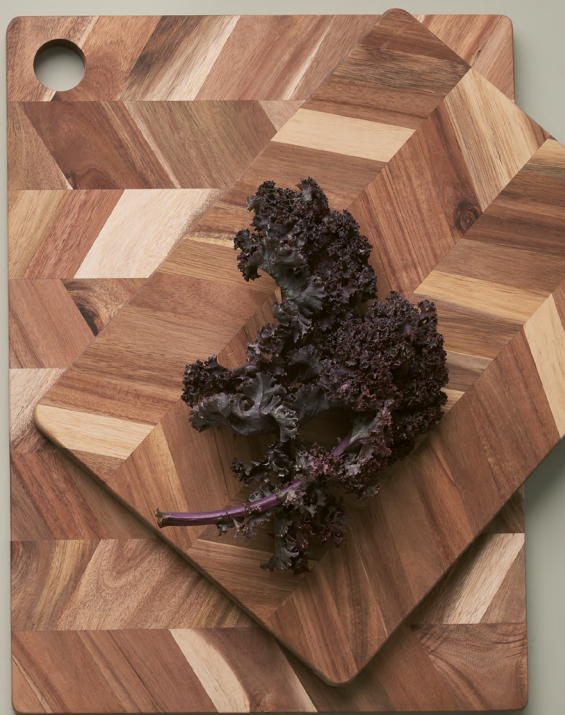
13202
alu bottle
shiny white 0,5 L



13203
alu bottle
copper 0,5 L



ACACIA WOOD



The aida Design Herringbone made from acacia wood, have a classic and timeless feel. The collection consists of wooden boards, paper towel holder and butter boards. Use them in your kitchen or use them as beautiful and stunning serving boards for the table.



89534
tapas board
48 x 35 cm



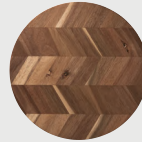
89535
butter boards
4 pcs - 15 x 12 cm



89549
wooden board
38 x 28 x 2 cm



89537
cutting board
w / juicy groove
40 x 26 cm



89548
wooden board
round
28 x 1,8 cm



89536
paper towel
holder
30,5 x 13 cm



CONNOISSEUR EXTRAVAGANT



Meet “Next level wine connoisseur” – our series Extravagant – goes beyond for that extra in the grape experience - 3 Wine specific crystal glasses with an elegant thin bowl, stem and base. Made in Germany No. 1 is for brighter red wine and barrel-aged chardonnay – No. 2 is for white wine – No. 3 is for dark red wine. 4 pcs giftbox. Dishwasher safe.



CONNOISSEUR EXTRAVAGANT CARE GUIDE

Do not use soap – it can ruin your next wine experience: just rinse the glass multiple times with hot water and make sure all the residual wine is removed - three rinses usually does the trick, but feel free to continue rinsing until you feel it is perfectly clean. Then find your microfiber cloth and polish. Make sure you hold the glass by the bowl. Hold onto the glass’s base (bowl) with one towel-covered hand, and the bottom of the glass’s bowl with the other. Turn gently in one direction and rub lightly on any water spots.

PASSION CONNOISSEUR



The Passion Connoisseur series includes six grape-shaped glasses of the highest crystalline quality and is designed to reach the full potential of every wine. Passion Connoisseur is manufactured in Germany, made of lead-free crystal, is durable for daily use, dishwasher safe and has a 25-year warranty.



15601
dark red wine
64,5 cl - 2 pcs



15602
brighter red wine
65 cl - 2 pcs



15603
white wine
42 cl - 2 pcs



15604
champagne
26,5 cl - 2 pcs



15605
water glass
46,5 cl - 2 pcs



15606
beer glass
40 cl - 2 pcs



15590
decanter
1,25 l



15591
dark red wine
64,5 cl - 6 pcs



15592
brighter red wine
65 cl - 6 pcs



15593
white wine
42 cl - 6 pcs



15594
champagne
26,5 cl - 6 pcs



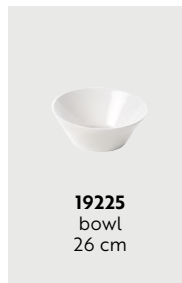
15595
water glass
46,5 cl - 6 pcs



PASSION



Passion is molded in the finest bone china quality. The creamy and silky color emphasizes the romantic undertones. Bone china gives the series an exclusive and strong quality. The refined embossed pattern make the collection very elegant.



RELIEF STONEWARE



Relief Stoneware has a very elegant form as the pieces are almost floating on the table. The tableware is perfect for the modern consumer with its iconic shapes and perfect fluted details.



35513
mug w/handle
30 cl



35520
dinner plate
27 cm



35522
lunch plate
22 cm



35521
soup plate
22 cm



35528
bowl
14 cm



RELIEF PORCELAIN



Relief is one of aida's first white porcelain series. The series has grown and is now available in a range of gorgeous pastel colours that can be mixed with traditional white porcelain or to create a colourful table setting using the beautiful light blue, green, and pink. The design is the same timeless and stylish expression adding simple and modern details to the table. The entire series is made of durable quality porcelain.

 <p>35213 mug w/handle 30 cl</p>	 <p>35220 dinner plate 27 cm</p>	 <p>35222 lunch plate 22 cm</p>	 <p>35221 soup plate 22 cm</p>	 <p>35228 bowl 15 cm</p>
 <p>35233 mug w/handle 30 cl</p>	 <p>35240 dinner plate 27 cm</p>	 <p>35242 lunch plate 22 cm</p>	 <p>35241 soup plate 22 cm</p>	 <p>35248 bowl 15 cm</p>
 <p>35253 mug w/handle 30 cl</p>	 <p>35260 dinner plate 27 cm</p>	 <p>35262 lunch plate 22 cm</p>	 <p>35261 soup plate 22 cm</p>	 <p>35268 bowl 15 cm</p>



RELIEF PORCELAIN



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ENSŌ

GERMAN
DESIGN
AWARD
SPECIAL
2016



ENSÖ award-winning design - aida is proud to have won the "Special Design Award" 2016 at the German Design Awards with the architect-designed dinnerware ENSÖ. ENSÖ is designed by Danish C.F. Møller Architects, which is one of Scandinavia's leading architectural firms, with 90 years of award-winning work in the Nordics and worldwide.



17101
medium cup
18 cl



17102
small cup
8 cl



17110
double wall mug
20 cl



17113
mug w/handle
30 cl



17183
dinner plate
26 cm



17186
lunch plate
22 cm



17182
dessert plate
19 cm



17184
soup plate
22 cm



17187
bowl
15 cm



17103
saucer
15 cm



17129
oval dish
35 x 22 cm



17105
egg cup/lid



17156
16 pcs set
4 x mugs 30 cl
4 x dinner plate 26 cm
4 x dessert plate 19 cm
4 x bowl 15 cm



17516
satin finish
16 pcs set
4 x fork
4 x knife
4 x spoon
4 x coffee spoon



17546
matte black
16 pcs set
4 x fork
4 x knife
4 x spoon
4 x coffee spoon



HARVEY GLASS



Beautiful glass with a refined pattern inspired by the faceted classic crystal glass. The series is a tribute to the 1950's and brings elegance and luxury to your modern dinner table or cocktail party. As nostalgic as the pieces are, the collection is perfect for elegant and cool Scandinavian settings as well as it is an extension to a more decadent. Dishwasher safe.



80310
longdrink
36 cl - 2 pcs



80311
cocktail high
26 cl - 4 pcs



80312
cocktail glass
24 cl - 4 pcs



80313
whisky glass
31 cl - 4 pcs



80316
shot
3,7 cl - 4 pcs



80317
beer mug w/handle
0,5l - 2 pcs



80318
hotdrink w/handle
27,5 cl - 4 pcs



80337
champagne bowl
25 cl - 4 pcs

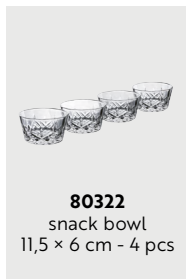


80334
ice-cream plate
16 cm - 4 pcs

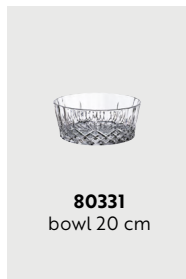


80330
round dish
32 cm

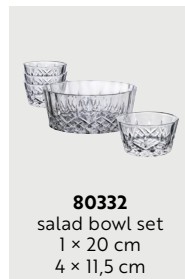




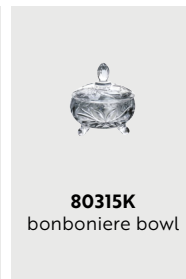
80322
snack bowl
11,5 × 6 cm - 4 pcs



80331
bowl 20 cm



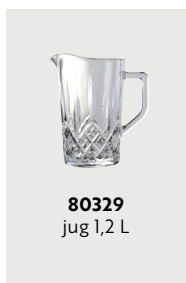
80332
salad bowl set
1 × 20 cm
4 × 11,5 cm



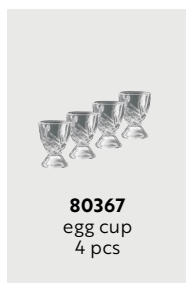
80315K
bonbonniere bowl



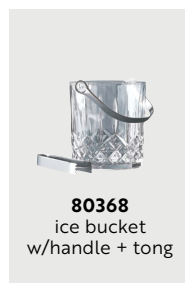
80366
salt / pepper set



80329
jug 1,2 L



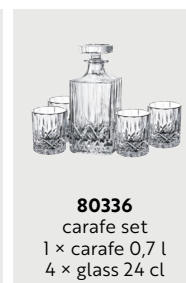
80367
egg cup
4 pcs



80368
ice bucket
w/handle + tong



80327
carafe w/lid
0,7 l



80336
carafe set
1 × carafe 0,7 l
4 × glass 24 cl



80342
ice cream / dessert bowl 20 cl
10,5 × 8 cm
4 pcs giftbox



80333
dessert set
1 × dish 32 cm
4 × ice cream plate 16 cm
giftbox



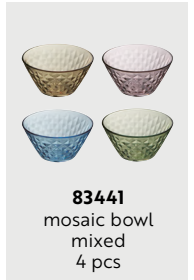
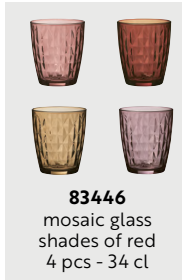
80300
bar set
4 x whisky glass
2 x snack bowl
1 x ice bucket



MOSAIC GLASS



Add vibrant colour to your table with this stunning set of drinking glasses that catches the light beautifully. They are ideal for serving water, juice, wine and even cocktails. The Nordic design glasses comes in stunning colour combinations to set the table beautifully.



QUADRO PLACEMAT



// QUADRO PLACEMAT

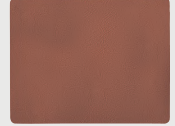
Quadro reversible placemats made of 95% recycled leather. The placemats are durable and water repellent, and are available in the colours brown/black and grey/black. Can easily be cleaned with a damp cloth. Avoid contact with hot elements and exposure to direct sunlight for extended periods of time.



88970
black placemat
45 x 35 cm



88971
grey placemat
45 x 35 cm



88972
cognac placemat
45 x 35 cm



88980
black/grey
placemat
Ø 38 cm



88996
black/grey placemat
39 x 35 cm



88997
black/brown placemat
39 x 35 cm



QUADRO STONEWARE



The sloped rim of the Quadro stoneware adds a simple and elegant touch to the set, which is the epitome of strong. It is a wide collection, which consists of many multi-purpose and durable pieces available in both black and white. It is perfect for the busy everyday life, as it is almost impossible to scratch. The Quadro stoneware can go in the microwave and is dishwasher safe as well as freezer safe, if only it cools down slowly to avoid the stoneware to shock.



40115
mug
30 cl



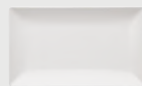
40111
plate
26 x 26 cm



40109
plate
21 x 21 cm



40110
plate
18 x 18 cm



40113
rectangular plate
25 x 15 cm



40114
rectangular plate
30 x 20 cm



40105
rectangular plate
30 x 8 cm



40103
bowl
13 x 13 cm



40112
bowl
17,5 x 17,5 cm



40101
pasta plate
30 cm



40125
mug
30 cl



40121
plate
26 x 26 cm



40129
plate
21 x 21 cm



40120
plate
18 x 18 cm



40123
rectangular plate
25 x 15 cm



40124
rectangular plate
30 x 20 cm



40135
rectangular plate
30 x 8 cm



40133
bowl
13 x 13 cm



40122
bowl
17,5 x 17,5 cm



40131
pasta plate
30 cm

GROOVY STONEWARE



The Groovy series with modern grooves that provides a simple and powerful look. The ribbed effect makes this stoneware is a modern classic, perfect for everyday use and for finer dining. Available in black, white, deep blue and grey. Made from double-burned stoneware of high quality. Very durable and resistant to scratches. Dishwasher and microwave safe.



88320
mug w/handle
30 cl



88322
dinner plate
27 cm



88321
lunch plate
21 cm



88323
soup plate
23 cm



88324
bowl
14,5 × 6,5 cm



88326
egg cup
4 pcs



88327
salt / pepper set



88340
mug w/handle
30 cl



88342
dinner plate
27 cm



88341
lunch plate
21 cm



88343
soup plate
23 cm



88344
bowl
14,5 × 6,5 cm



88346
black egg cup
4 pcs



88347
salt / pepper set



// GROOVY STONEWARE



88310
mug w/handle
30 cl



88312
dinner plate
27 cm



88311
lunch plate
21 cm



88313
soup plate
23 cm



88314
bowl
14,5 × 6,5 cm



88316
egg cup
4 pcs



88317
salt / pepper set
1 set



88370
mug w/handle
30 cl



88372
dinner plate
27 cm



88371
lunch plate
21 cm



88373
soup plate
23 cm



88374
bowl
14,5 × 6,5 cm



// GROOVY STONEWARE



GROOVY PORCELAIN



With modern grooves that provides a simple and powerful look. Frame with ribbed effect is a modern classic, and the striking design of Groovy is no exception. Made from double-burned porcelain of high quality. Dishwasher and microwave safe.



88409
mug w/handle
30 cl



88406
dinner plate
26,5 cm



88408
lunch plate
22 cm



88405
dessert plate
19 cm



88407
soup plate
22 cm



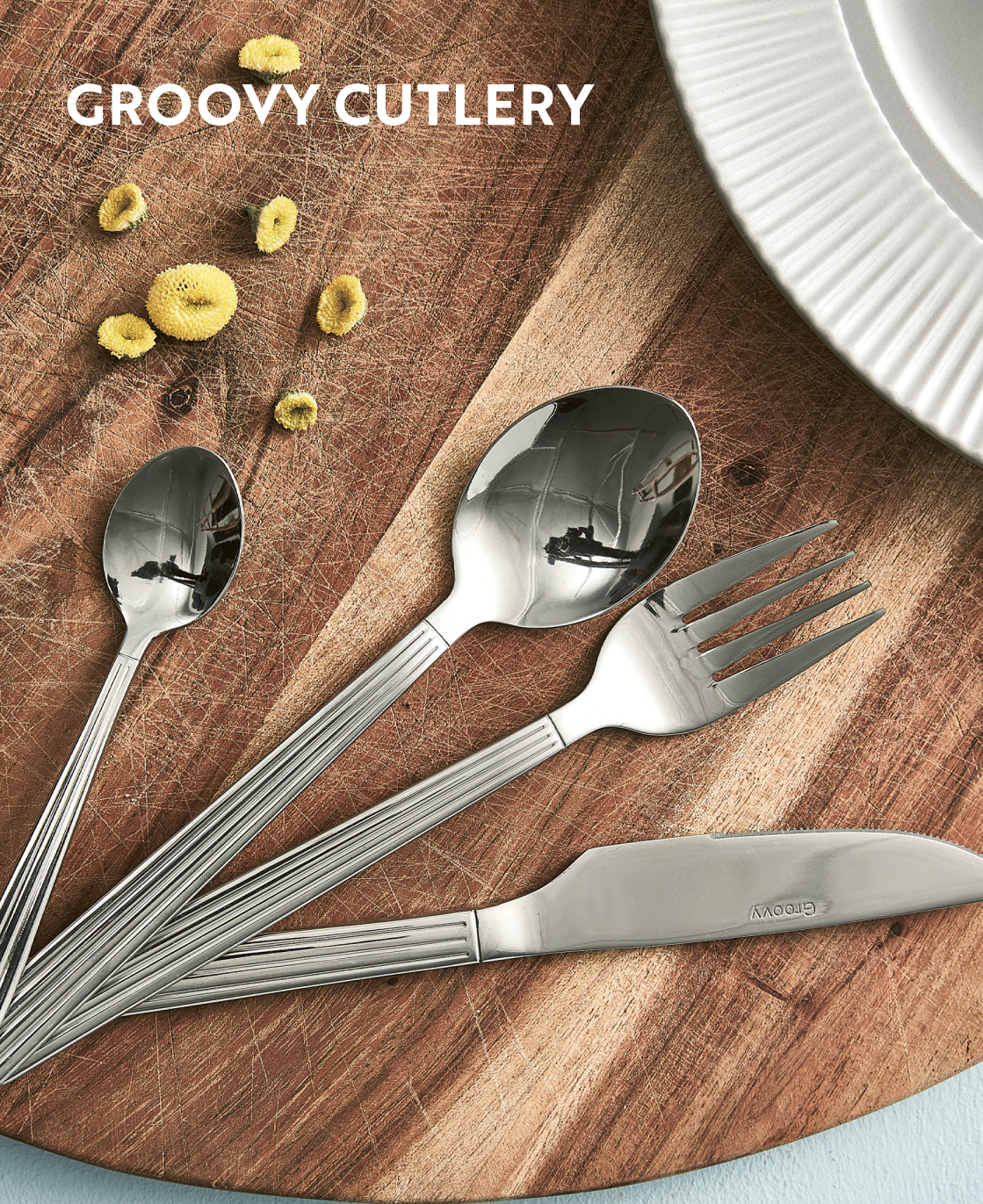
88411
bowl
14 cm



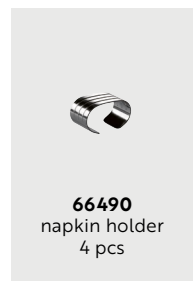
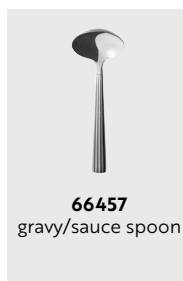
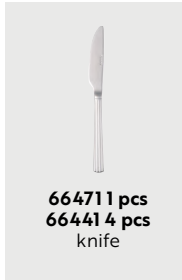
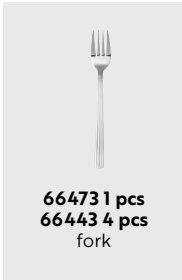
88410
16 pcs set
4 x mug w/handle 30 cl
4 x dessert plate 19 cm
4 x dinner plate 26,5 cm
4 x soup plate 22 cm
giftbox



GROOVY CUTLERY



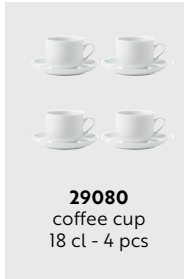
Classic, timeless and elegant cutlery with a modern fluted twist. The cutlery is made of stainless steel and is dishwasher safe. All our cutleries are made from stainless steel of the highest quality. Stainless steel is a very robust material, which is easy to care for. You should, however, always follow our care guide.



ATELIER SUPER WHITE



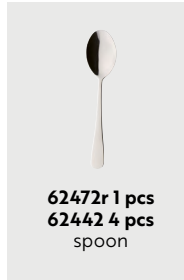
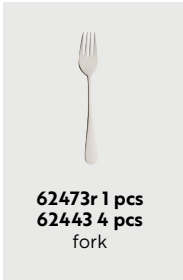
The iconic Atelier collection was launched in 1984 and today, the collection has sold more than 200 million pieces around the world, being one of the bestselling dinnerware collections of all time in Scandinavia. For daily use or that special dinner, this is the perfect option if you want classic tableware, which is both practical with its big surface and has a subtle design that calls for longevity.



ATELIER CUTLERY



With its simple and classic design Atelier cutlery is suitable for any occasion. The individual parts all fit well in the hand. The Atelier cutlery is classic, stylish and timeless designs to suit every table setting and occasion. The timeless original atelier tableware form designed in 1984, has since been relaunched in a new, refined and super quality. Dishwasher safe.

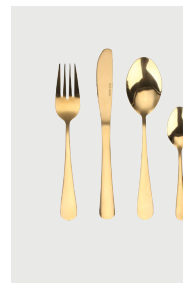


62496
16 pcs cutlery

4 × fork
4 × knife
4 × spoon
4 × coffee spoon
giftbox

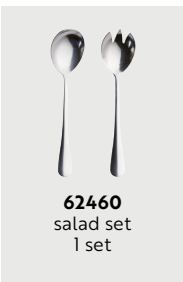
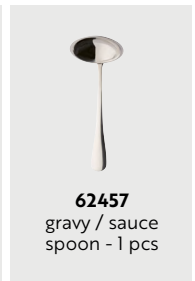
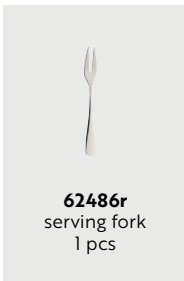
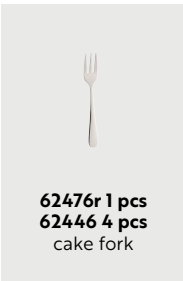
62488
40 pcs cutlery

10 × fork
10 × knife
10 × spoon
10 × coffee spoon
giftbox



62596
16 pcs cutlery

4 × fork
4 × knife
4 × spoon
4 × coffee spoon
giftbox



ATELIER MINI CUTLERY



Atelier – now also for the little ones. Atelier 4-piece children’s cutlery (mini) is simple and classic, with cute animals engraved, which makes the meals a bit more fun. The individual parts fit well in the hand. Available in steel, gold and black. Is of course dishwasher safe.



62600
children cutlery
steel
4 pcs giftbox



62601
children cutlery
gold coated
4 pcs giftbox



62602
children cutlery
black coated
4 pcs giftbox



CARE GUIDE

Taking good care of your belongings makes good sense. It prolongs their lifespan, which is good for your finances as well as the planet. Follow our care guide and keep your things beautiful and usable for many years to come.

DINNERWARE - STONWARE & PORCELAIN

Stoneware and porcelain are sturdy materials burned at high temperatures. The higher the temperature, the sturdier it gets – and our stoneware and porcelain are burned at very high temperatures above 1200° C.

As long as you take certain precautions, our stoneware and porcelain are dishwasher, oven and microwave safe and can also go in the freezer. But never put normal stoneware and porcelain into a preheated oven or directly from a warm oven onto a cool tabletop. Big temperature differences might cause it to crack and break, which is why it should always be heated up and cooled down slowly.

GLASS – SODAGLASS

Our ordinary glasses are made of soda glass, which is easy to care for. Just follow our care guide – and make sure not to drop them on the floor – and your glasses will stay beautiful and usable for many years. You can easily wash your soda glasses together with dishes and cutlery, as long as you choose a short cycle with temperatures below 55° C. Apart from that, we recommend that you follow our care guide for crystal glass.

CUTLERY - STAINLESS STEEL

All our cutleries are made from stainless steel. Stainless steel is a very robust material, which is easy to care for. You should, however, always follow our care guide, since stainless steel should maybe rather be called rust-resistant steel, because all steel – also stainless steel – can rust, if it is not treated correctly. Cutlery should always be rinsed or washed immediately.

PLACEMATS – LEATHER & SILICONE

Always remove spilled foods and fluids immediately, since they can cause stains. The placemats should always be cleaned after use, which can easily be done with a damp cloth and some mild washing-up liquid. Never put your placemats in the dishwasher and avoid contact with warm things such as pots and pans, folding as well as prolonged exposure to direct sunlight. Now and then the placemats can be rolled “the opposite” way to make sure that they keep their completely flat shape.

TEAK WOOD

Teak wood is an extremely solid material, and if treated properly, the hard wood is almost impossible to wear out. Never put your wooden cutting board or other wood products in the dishwasher. Wash it instead by hand, dry it thoroughly with a dishtowel, and let it air dry before putting it away. To keep the wood from drying out, it should regularly be treated with a suitable and food approved oil. Unpleasant odors are easily removed with salt and lemon – just sprinkle a tablespoon of salt on your cutting board and rub it around with half a lemon.

CRYSTAL GLASS

Our crystal glasses are made in Germany from lead free crystal of the highest quality. They are produced in one piece to obtain extra robustness, and as long as you follow our care guide and exercise normal caution, they will stay beautiful and usable for many years.



The crystal glasses are dishwasher safe, but you must take certain measures to minimize the risk of corrosion – also called glass disease. Glass disease is seen as a cloudy looking deposit on the glasses and can happen to both cheap and expensive glasses, also glasses that have been tested as being dishwasher safe. Always make sure that the dishwasher is properly adjusted to the hardness of the water and to dose dishwasher detergent, salt and rinse aid accordingly.

You should only put glass in the dishwasher, and make sure they are placed safely and with proper space between each glass. Always use the dishwashers glass cycle or another short cycle with temperatures below 55° C. Open the dishwasher door as soon as the cycle is completed and unload the glasses and dry them thoroughly with a dishcloth.



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