



Introducing Space: Revolutionary Cookware by Joseph Joseph

After five years of rigorous research and development, the innovative, UK-based homeware brand makes its foray into cookware with an ingenious industry evolution.



NEW YORK, NY [March 21, 2024] – Synonymous with iconic design and masterful functionality – [Joseph Joseph](#) has been disrupting the status quo with problem-solving household innovations and game-changing kitchenware for years. Now celebrating its 20th anniversary in business, Joseph Joseph is excited to announce **Space** – the brand's very first cookware collection.

Five years in the making, Space was created for cooks and made for storage. The professional quality range features **SwingLock™** technology, a fail-safe mechanism that allows the pan's ergonomically designed stainless-steel handles to fold in. The result is a precision-engineered range of pans designed for performance from stove to storage, saving up to 50% more space than standard cookware.

"We're thrilled to present our newest category extension, offering customers the same dependability, craftsmanship, and innovative design that we've incorporated into every piece over the last 20 years. Our expertise is a solution-oriented approach rooted in functionality, finding inventive ways to improve the things we use every day. Space cookware is no different. A collection that presents a marriage of durability and storability – featuring revolutionary folding handles and non-toxic, performance-grade materials that maximize space and organization for the modern urban consumer," says Richard Joseph, Co-Founder of Joseph Joseph.

Space embodies the Joseph Joseph DNA of intelligent design – products that are distinctive and brilliantly useful; are engineered to last and meticulously developed to the last detail. Professional quality with outstanding performance credentials, the durable, heavy gauge aluminum body of the cookware is designed with a non-toxic, non-stick ceramic coating free from PTFE, PFAs, PFOA, Lead, and Cadmium. Finished in premium Midnight Blue, all pans are induction compatible, oven safe to 220C/425F, and come with a 20-year guarantee.

The 13-piece **Space** collection is sold separately and offered in sets along with helpful protection and storage accessories that increasingly maximize small-space storage, including the following items:

- Space Expanding Trivet, \$39.99 (1.1lb)
- Space Saving Pan Lid Holders - Pack of 2, \$19.99 (0.6lb)
- Space 3-Lid Storage Stand, \$15.99 (0.6lb)
- Space 3-Piece Pan Protector Set, \$14.99 (0.2lb)
- Space Ceramic Non-Stick 1.4qt Saucepan + Lid, \$99.99 (4.19lb)
- Space Ceramic Non-Stick 2.9qt Saucepan + Lid, \$119.99 (6.06lb)
- Space Ceramic 5.4qt Saucepan + Lid, \$149.99 (8.7lb)
- Space Ceramic Non-Stick 12.5" Wok, \$139.99 (8lb)
- Space Ceramic Non-Stick 8.5qt Stock Pot + Lid, \$159.99 (9.8lb)
- Space Ceramic Non-Stick 3.8qt Saute Pan + Lid, \$139.99 (9.4lb)
- Space Ceramic Non-Stick 9.5" Frying Pan, \$99.99 (4.3lb)
- Space Ceramic Non-Stick 8" Frying Pan, \$89.99 (3.5lb)
- Space Ceramic 5qt Shallow Casserole + Lid, \$149.99 (9.3lb)
- Space Ceramic Non-Stick 7-Piece Saucepan Set, \$299.99 (18.7lb)
- Space Ceramic Non-Stick 10-Piece Cookware Set, \$599.99 (35lb)

Space is available at JosephJoseph.com, as well as online and at select flagship Williams Sonoma and Macy's locations.

ABOUT JOSEPH JOSEPH

Joseph Joseph was founded in 2003 by twin brothers Antony and Richard Joseph and specializes in creating innovative, contemporary housewares. Based in Southwark, London, the brand is internationally recognized for producing some of the most inventive and stylish products on the market. Combining their respective experience in product design and business, the brothers have led the rapid growth of the company with their distinctive, problem-solving approach. Starting from a single glass chopping board in 2003, Joseph Joseph now sells more than 400 products in over 100 countries around the world, with offices in London, New York, Tokyo, Paris, and Dusseldorf.

Joseph Joseph's ability to blend innovative design, contemporary styling and a distinctive use of color is unique within the industry. While many brands concentrate on just one of these aspects, Joseph Joseph focuses on the whole user experience - creating products that not only work beautifully but are also a pleasure to have around the home. It may have all started with a simple glass chopping board, but Joseph Joseph is now one of the fastest growing companies in the worldwide housewares market and it continues to earn accolades and awards for its unique, innovative designs.

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