P.Y.R – A CELEBRATION OF ORIGINALITY AND SIMPLICITY

Design | David Ericsson 2025

Imagine a world where the genuine is valued more than the copies. A world where we choose the original, where "almost the same" is no longer enough. P.Y.R strives to be a part of that world – and that is what Blå Station is working for.

"I have a dream to live in a world where the natural response to an offered copy is;
-That was before - we don't want that anymore.
In this world, our obvious choice - should be, unconditionally… an original.
No matter how simple it is!"
– Johan Lindau, CEO and Design Manager, Blå Station

P.Y.R is more than just a product – it's a movement. A reminder that the simple can be the strongest. But also a challenge: How do we protect the original in a time where copying or "strongly inspired by", has become the norm?

In today's society, the cheapest option is usually rewarded. Copies, imitations and "almost the same" benefit thanks to the desire for lower prices and faster access. But what happens when we put price before quality?

P.Y.R opposes this trend. We believe in valuing products for their creativity, innovation and sustainability – and not by the product's price tag and color.

Behind every designed product is a story – months or years of work, big investments and the desire to create something unique. It is this story that distinguishes the original from the copy. And that is why we must protect it.

Behind every original is a story to tell – months or years of work, big investments and the ambition to create something new, something needed. It is this story that distinguishes the original from the copy. Is it worth protecting?

"Protecting the original is not just about design. It's about respect for ideas, sustainability and about the future we want to create together."
– Johan Lindau

With P.Y.R, we want to question simplicity with where the boundaries are. Is there value in choosing the genuine – for ourselves, for each other and for the planet?

The next time you are faced with a choice, think about this: Do you want a copy or an original? One supports development, diversity and sustainability, the other favors the quick capital.

P.Y.R is a celebration of the simple, the genuine and the sustainable. Together we can make a difference – one idea, one product, one choice at a time.

P.Y.R – Protect Your Rights

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BLÅ STATION