

About Danish Crafts:

Established in 1999 as an independent body by the Ministry of Culture, Danish Crafts' mission is to promote the nation's craft and design. It does this by encouraging high standards and increasing awareness of the sector through a range of activities – both at home and abroad.

Crafts Collection

One of the most important exhibitions Danish Crafts has launched in the past decade has been its Crafts Collection. An annual showcase for the best of contemporary Danish craft and design, it travels to some of the most important trade fairs across the globe and has won a slew of awards including the prize for best craftsmanship at New York's ICFF.

One of the reasons for its success has been the fact that each collection is carefully selected by a curator appointed by Danish Crafts. And over the years their judgment has been vindicated on a regular basis – pieces from CC have twice won the prestigious Design Plus award at Ambiente in Frankfurt, for instance.

The organization has also collaborated with external partners such as MoMA and the renowned Danish furniture manufacturer Fritz Hansen A/S on bespoke collections like CC+ for MoMA and Crafts Selection for Fritz Hansen.

Participation in trade fairs and exhibitions

Taking stands in international trade fairs including the likes of Maison & Object in Paris and SOFA in Chicago as well as Ambiente and ICFF is a vital way of promoting Danish craft.

However, the organization also likes to do things a little differently, asking independent curators to create exhibitions that heighten the awareness and understanding of Danish craft. In 2008, for example, it launched MINDCRAFT_08 at Milan's Zona Tortona during iSalone, which investigated how a new generation of makers were becoming increasingly conceptual in their outlook. Later that year the installation won the prize for Best Contribution when it was shown at 100% Design London.

Publications

Aside from exhibitions, Danish Crafts also publishes guides and magazines to champion the sector. Its Guide to Shops and Galleries provides information about outlets that sell craft, while FOKUS is a stylish magazine targeted at opinion-formers that investigates and analyses the latest trends.

Website

The organization's website provides up-to-date information about its activities, as well as news, and profiles of more than 350 artists and their products. www.danishcrafts.org
<<http://www.danishcrafts.org>>

Meanwhile Crafts Collection has its own site with an array of information about the past and current collections. www.craftscollection.dk <<http://www.craftscollection.dk>>