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Informationscenter for dansk Kunsthåndværk  
Information Centre of Danish Crafts  
Informationscenter für dänisches Kunsthandwerk

## Press release

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## Shh ... Craft is Golden!

**Danish Crafts' debut in Zona Tortona last year was such a resounding success that Danish Crafts is present once again in Zona Tortona during the Milan Design Week. This time with the exhibition MINDCRAFT 09, "shhh ... Craft is Golden", which showcases 12 of Denmark's finest craftspeople and designers. The exhibition is on display 21 through 26 April 2009 in Zona Tortona, Via Savona 55a.**

Danish craft and design is currently in a unique position and enjoys great international recognition and demand. With the exhibition MINDCRAFT 09, "Shh ... Craft is Golden!", Danish Crafts wishes to introduce the world to the huge potential, the gold, to be found in Danish craft and illustrate the great rewards awaiting anyone wishing to explore the world of craft. The title refers to the old adage, "speech is silver; silence is golden", and thus, the exhibition highlights the values inherent in craft.

In this case, the gold consists of 12 reflective, luminescent, rotating, crawling and, not least, provoking works that speak for themselves with great integrity thus demonstrating that this is the real thing.

### MINDCRAFT x 2

This year, 12 craftspeople and designers from Denmark's absolute elite present 12 completely new works, and as in last year's MINDCRAFT 08 exhibition, the works on display represent more than just material and technical skill. Characteristically, all the works are as much an artistic comment to the world we live in, and they all present the beholder with content rather than surface.

Last year, Danish Crafts' exhibition MINDCRAFT 08 had more than 10,000 visitors, and in September 2008 when the exhibition was presented at 100% design in London, MINDCRAFT 08 received the award for "**Best Contribution to 100% design**".

### Tied powercraft, hot water bottles and 10 hanging drawers

The 12 craft artists participating in this year's exhibition are:  
Designers Ole Jensen, Louise Campbell, Cecilie Manz, Ditte Hammerstrøm and Salto & Sigsgaard  
Furniture designer Christian Flindt  
Textile designer Astrid Krogh  
Ceramicists Louise Hindsgavl, Martin Bodilsen Kaldahl, Christin Johansson and

Steen Ipsen  
Goldsmith Kim Buck

### **Internationally acknowledged designers in “shhh ... Craft is Golden”**

The designers selected for this exhibition are all internationally acknowledged designers with professional design training.

Furniture designer Louise Campbell creates designs for the Italian furniture maker Zanotta, among others, and for several world-renowned Danish manufactures including Royal Copenhagen, Holmegaard, Louis Poulsen and Hay Cph.

Furniture designer Kasper Salto creates designs for the world-renowned Danish furniture manufacturer Fritz Hansen, and furniture designer Ditte Hammerstrøm's clients include the Danish furniture manufacturer Erik Jørgensen.

Ceramicist Ole Jensen is known around the world for his washing-up bowl in rubber, which was launched by Danish Crafts and is now manufactured by Normann Copenhagen. Since the launch, the bowl has become a world-wide success and was followed up last year in Milan by the Rubber Tub. Ole Jensen also designed the series “Ole” for Royal Copenhagen as well as product series for Normann Copenhagen and Muuto.

Designer Cecilie Manz is known for the lamp Caravaggio, which she designed for the Danish lamp manufacturer Light Years, as well as the glass series Minima for Holmegaard.

Goldsmith Kim Buck designed the ring series Eclipse, Centenary and Nordic Summer for Georg Jensen.

The exhibition is curated and designed by Karen Kjærgaard.

**Additional information about the exhibition is available from Press Manager Dorthe Rud Michaelsen (+45 2015 6162) or Director Birgitte Jahn, tel. +45 3312 6162. They will both be present at the exhibition from April 21-27, 2009.**

**Further information is also available at [www.danishcrafts.org](http://www.danishcrafts.org)**

*Danish Crafts is a national information centre that aims to highlight, promote and increase turnover for Danish crafts in Denmark and abroad. Danish Crafts is an independent institution under the Danish Ministry of Culture.*