

Danish Crafts

MINDCRAFT / BACKGROUND

Would You Mind?

From Handcraft to Mindcraft

For the third time, DANISH CRAFTS presents MINDCRAFT in Zona Tortona. MINDCRAFT was launched in 2008 in order to highlight and promote the best contemporary Danish craftspeople, who work within the cross-field of art, craft and design representing a variety of craft skills.

MINDCRAFT describes the movement from Handcraft to Mindcraft.

Over the past ten years, the traditional aesthetics of Danish craft has been reinterpreted and developed into a more conceptual approach where storytelling, reflection and critical comments have become increasingly prominent. This in combination with a unique sense of craftsmanship and a constant eye for artistic content has highlighted the potential of craft in the process of developing new products.

Craft process, material value...

Whether we are talking about craft, design or architecture, the emphasis is on the process. This is where we dive into the material and discover new possibilities for application and function. And ultimately discover more experimental, emotional and innovative products.

In particular, craft and design has much to offer during the process where trials and experiments often lead to random, wonderful or ingenious solutions. The process is just as interesting as the finished product and a good source for manufacturers to learn from craft. Thus, more than ever, products and processes rely on skilled and intelligent craftspeople who can add *material value* to a product. This requires material research as well as visions for their individual or alternative use.

...and material attitude

Knowledge about the potentials, limits or characteristics of a material is basic for any craftsman. Equally important is the knowledge about perceptions of certain materials – in certain contexts. How do materials influence us?

The added value when the right material interacts with the right form at the right time makes a difference – and is of vital importance for the lifetime and meaning of a product. Thus, materials become valuable in the *hands and minds* of craftspeople who create or change our *material attitudes*.

Would you mind?

Re-interpreting craft traditions, *MINDCRAFT10* demonstrates an open-minded approach to form and materials. The works draw our attention to the necessity of constantly pushing boundaries through research and experimentation. In a synthesis of the visual and emotional with the functional these works challenge our critical eye, unfolding *NEW Craftsmanship*.

By asking a simple question: *Would You Mind?* the exhibition *asks* you to consider the functional and emotional aspects of what you see, *urges* you to consider craft in a vital and continuous dialogue with art and design and, last but not least, *invites* you to have a look inside the world of craft.

Karen Kjærsgaard
Curator

PARTICIPANTS

The 12 works reflect important applications of new technology (*Bengtsson, Flindt/Jerichau*), innovative applications of new or well-known materials (*Bengtsson, Ipsen, Hammerstrøm, Odgaard, Berglund*), or conceptual material approaches (*Borup, Lerssi, Hindsgavl, SUP*).

From highly conceptual one-offs (*Borup*) through craft-based pieces (*Odgaard, Hammerstrøm, Bengtsson, Flindt/Jerichau*) to collectors' items (*Lerssi*) and commercial pieces with mass-production potential (*Salto/Sigsgaard, Odgaard*), *MINDCRAFT10* unfolds *materiality*.

The 14 practitioners who have been handed this challenge are

Ditte Hammerstrøm (Soft Structure)
Mathias Bengtsson (Paper Chair)
Christian Flindt & Bodil Jerichau (Foamy)
Salto & Sigsgaard (Flat Light)

Steen Ipsen (Cool Chair)
Louise Hindsgavl (The Pet)

Mia Lerssi (Would You?)

Margrethe Odgaard (The Art of Napkin Folding)
Astrid Krogh (Twinkle)
Isabel Berglund (Closet Knitter)

Søren Ulrik Petersen (y?MOBILE)
Katrine Borup (Heavy Metal)