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Informationscenter for dansk kunsthåndværk  
Information Centre of Danish Crafts

## Press release

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## MINDCRAFT11 highlights the core values of Danish craft and design

**13 world-class craftspeople and 11 brand-new creations. Ceramics, glass, textile, furniture and a sculptural drawing machine. The best of modern Danish craft and design. This is back to basics, it's quality, function and an emphasis on materials. It is the essence of Danish craft and design and the substance of Danish Crafts' exhibition MINDCRAFT11. Time and place: Ventura Lambrate on 12-17 April 2011.**

This year, MINDCRAFT11 highlights the core values of Danish craft and design. Values that Danish design is and always has been famous for: high quality, practical value and sublime craftsmanship. In MINDCRAFT11, a new generation of Danish craftspeople interpret and challenge these traditional values in a manner that is intelligent, playful and serious.

A certain downplayed quality is an essential feature in the exhibition. Works that do not, at first glance, draw much attention to themselves, but which nevertheless represent craft and design of the highest artistic quality and craftsmanship. Combined with a primordial experimental drive, innovation and sophisticated technology the selection illustrates the impressive range and unique power of Danish design. The diversity is manifest in the eleven works on display in the exhibition. From expressive one-offs and innovative prototypes to smaller series of utilitarian objects in glass and ceramics.

### The DNA of craft

The MINDCRAFT exhibitions have always had a conceptual content. This year, the emphasis is on quality, function and material properties.

- In the Nordic region we have been renowned for outstanding practical value, visual humility, an exquisite sense of materials as well as pure and simple aesthetics. Now that the era of abundance is drawing to a close, perhaps we'll be able to rediscover and cultivate some of the basic values in our work, says Cecilie Manz, curator for MINDCRAFT11.

The esteemed Danish designer Cecilie Manz is the new curator for Danish Crafts' MINDCRAFT exhibition.

## **New venue**

At the same time as Danish Crafts introduces a new MINDCRAFT curator, the MINDCRAFT exhibition is moving to the new trend-setting Ventura Lambrate area in Milan. For the past three years the MINDCRAFT exhibitions have been presented in the Zona Tortona district, but with the emergence of the Lambrate area in 2010 and its new-found status as *the* place to present new and groundbreaking design, Danish Crafts has decided Lambrate as its new exhibition venue. Lambrate is a former industrial area in the eastern corner of Milan, which in recent years has blossomed into an important creative district. During Salone del Mobile, a strong field of leading international designers and educational institutions present exhibitions here.

This year, Danish Crafts has signed up with three main sponsors for the exhibition: Dinesen, Kvadrat and PP Møbler. These companies were selected as outstanding representatives of some of the core values that characterise Danish craft.

## **The participating designers and craftspeople are:**

**BEN AND SEBASTIAN**, Artists and designers

**MATHIAS BENGTSSON**, Designer

**THOMAS BENTZEN**, Furniture Designer

**LINE DEPPING**, Furniture Designer

**GAM FRATESI**, Furniture Designers

**MARGRETHE ODGAARD**, Textile Designer

**ESKE REX**, Designer and artist

**LOUISE SASS**, Textile Designer

**BENTE SKJØTTGAARD**, Ceramist

**ANNE TOPHØJ**, Ceramist

**TORA URUP**, Glass artist

## **About MINDCRAFT**

MINDCRAFT is the name of the highly acclaimed exhibitions that DANISH CRAFTS has presented during the Milan Design Week in recent years. Danish craft is characterized by originality and is a precursor for good design. A new strong generation of young Danish designers and craftspeople has stepped out of the shadow of their great predecessors. MINDCRAFT shows a selected few of these talents.

The MINDCRAFT concept describes developments in Danish craft, where exquisite craftsmanship and in-depth understanding of form and materials are combined with storytelling, reflection and opinion. MINDCRAFT is curated by an external curator who selects the participants among the most talented new Danish craftspeople and designers to make the exhibition's concept and statement a manifestation that reflects the field and its potential. The MINDCRAFT concept was first launched in Milan in 2008. Later that year the exhibition won the prize for "Best Contribution to 100% Design" when presented in London.

**MINDCRAFT11 takes place 12-17 April in Ventura Lambrate, Galleria Alessandro De March, 6 Via Ventura, 20134 Milan.**

For additional information and images, please contact Press Manager Dorthe Rud Michaelsen, [michaelsen@danishcrafts.dk](mailto:michaelsen@danishcrafts.dk), who will be present at the exhibition on 11-13 April 2011. Likewise, individual appointments for interviews with craftspeople and workshop visits prior to the event can be arranged by contacting Dorthe Rud Michaelsen.

**Please note that the exhibition is open to the press already from 11 April from 15:00 until 19:00. Several of the participating craftspeople will be present then, and it will be possible to arrange interviews and an introduction by Curator Cecilie Manz.**

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