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## Press release

### **New curator for Danish Crafts' MINDCRAFT exhibition**

**Nina Tolstrup – internationally acclaimed designer with in-depth knowledge of the design industry – will be responsible for assembling Danish Crafts' next MINDCRAFT exhibition in Milan. MINDCRAFT14 is presented in connection with the world's leading design event, Fuori Salone, in Milan 2014.**

The experienced and internationally acclaimed Danish designer Nina Tolstrup will be selecting the innovative Danish craftspeople and designers to be included in the next MINDCRAFT exhibition.

- *The Milan Design Week is clearly the most important event on the international design scene, and I have been following the MINDCRAFT exhibitions in Milan since the beginning. I look forward to this opportunity to highlight the outstanding craftsmanship, the mindset and the drive that Danish craftspeople represent and which, in my opinion, make Danish craft unique in an international perspective, says Nina Tolstrup.*

Nina Tolstrup's extensive international experience and in-depth knowledge of the design industry makes it possible to present the message of the convincing strengths of Danish craft in new contexts and contribute further to the international standing of Danish craft.

For the past 15 years, Nina Tolstrup has lived in London, where she is part of the established design scene. She currently lives in Stockholm, where she continues to run her design firm Studiomama.

Most recently, Nina Tolstrup has earned attention for her collaboration with the fashion designer Marc Jacobs and the esteemed design gallery 19th Greek Street in London. The exhibition of her limited-edition chairs was presented at Marc by Marc Jacobs in Milan this year, and the chairs were nominated for "Design of the Year" at Design Museum London.

For a number of years, Nina Tolstrup has also been the curator of one of Danish Crafts' other major activities, the Danish Crafts Collection, which is presented at the lifestyle fair "Maison & Objet" in Paris. She has also taken part in the international design magazine Wallpaper's exhibition Handmade in Milan several times.

Nina Tolstrup attended the prestigious industrial design school Les Ateliers in Paris and also holds a BA in marketing from the Copenhagen Business School.

**About MINDCRAFT:**

MINDCRAFT is the title of the exhibitions that Danish Crafts has presented in connection with the Milan Design Week in recent years. The MINDCRAFT concept was initially introduced in Milan in 2008, and later that year it was awarded the prize for “Best Contribution to 100% Design” when it was presented at the exhibition 100% Design in London.

The MINDCRAFT concept reflects the development in Danish craft and design, where in-depth knowledge of form and materials along with outstanding craftsmanship are combined with storytelling, reflection and opinion. MINDCRAFT is curated by an external curator, who selects the participants among the most talented contemporary Danish craftspeople and designers to ensure that the exhibition concept and statement form a manifestation that reflects the field and its potential.

See additional information about MINDCRAFT at <http://mindcraftexhibition.com/press/> where you can also download high-resolution photos. See additional information about Danish Crafts at [www.danishcrafts.dk](http://www.danishcrafts.dk)

**Contact person:**

Head of Projects and Communications Kristian Kastoft, tel.+ 45 41 71 20 40 – e-mail: [kastoft@danishcrafts.dk](mailto:kastoft@danishcrafts.dk)