

PRESS RELEASE

MINDCRAFT14: Danish Craft and Design at Milan Design Week 2014

A fragile bracelet woven of mechanical pencil lead, a delicate dust-collecting stool and a lamp shade that looks like a skirt that is picked up by the wind. 12 Danish craftspeople focus on the experimental and the tangible in MINDCRAFT14 at Fuori Salone from 8 through 13 April in Milan.

When 12 Danish craftspeople and designers present their works at the major design event Fuori Salone in Milan, the exhibits include both experiments and near-finished prototypes.

This year's Danish MINDCRAFT exhibition focuses on the artistic process that unfolds in the workshop when craftspeople produce their unique works.

"Danish craft draws on a strong tradition, where the workshop is the setting for basic research and experimentation – and for materializing extraordinary ideas," says Nina Tolstrup, the curator of this year's MINDCRAFT.

The Danish exhibition showcases the high level of design quality, the firm knowledge of materials and the innovative approaches that have helped make Danish design world-renowned. Another goal is to help the individual participant break through on the international scene.

According to Nina Tolstrup, both the maker's role and the experimental workshop processes have taken on growing relevance in recent years:

"Global industrial manufacturing is becoming increasingly uniform, simplified and thus also more vulnerable to plagiarism. Craft is a powerful response – as well as an important source of inspiration for renewal and development in industrial manufacturing," she says.

Under the heading 'Materializing beliefs', which addresses the link between artistic experimentation and the tangible contribution to the world, the exhibition includes Katrine Borup's iLoveLetters: a ribbon woven of mechanical pencil lead, which reflects how the computer has virtually made hand-writing extinct. Iskos-Berlin have created a series of lamp shades that float down from the ceiling like skirts lifted by the wind.

At a distance, benandsebastian's work Completely Dusty looks like a simple stool; close up, however, one discovers the overwhelmingly complex construction made of tiny elements carved in wood. The work is a comment on modern furniture design with its smooth, clean surfaces –

THE DANISH ARTS FOUNDATION

Completely Dusty welcomes and virtually defends the dust that we work so hard to eliminate, in this fragile form that would most likely collapse if it were subjected to a feather duster.

MINDCRAFT14 is on display from 8 through 13 April at the design week in Milan's Ventura Lambrate at 6 Via Ventura.

The craftspeople selected to participate in MINDCRAFT14 are:

- Nikoline Liv Andersen
- benandsebastian
- Iskos-Berlin
- Katrine Borup
- Line Depping
- Morten Løbner Espersen
- Marie Torbensdatter Hermann
- Jakob Jørgensen
- Pipaluk Lake
- Kristine Tillge Lund
- Anne Fabricius Møller
- Marianne Nielsen

Facts about MINDCRAFT14

MINDCRAFT is an internationally recognized and award-winning annual exhibition with varying participants, put together by external curators, that presents the finest examples of Danish craft and design at the world's leading design scene during the Milan design week. From 2014, the MINDCRAFT exhibition is supported by the Danish Arts Foundation with the Danish Agency for Culture serving as the secretariat.

Additional information:

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