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DANISH ARTS FOUNDATION
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PRESS RELEASE

MINDCRAFT moves to Brera

When this year's MINDCRAFT exhibition is shown in Milan on 14-19 April 2015, the venue is a new and more spacious setting in Brera in the centre of Milan.

Since 2008, MINDCRAFT has showcased Danish design and craft in the world's leading design event, the annual design week in Milan. MINDCRAFT is presented by the Danish Arts Foundation and organized by the Danish Agency for Culture. This year's exhibition is curated by the design duo GamFratesi.

The combination of the words MIND and CRAFT highlight the goal of the exhibition series, which is to showcase the capacity and potential of a field that spans from experimental, innovative and conceptual design to craft characterized by the highest artistic and technical proficiency.

The traditional craft and design competences that Denmark is known for are being put to new uses, with new materials and modern technologies. At the same time, artistic and experimental aspects have a particularly strong representation in this year's MINDCRAFT exhibition, which is presented in a new and bigger venue in central Milan.

New and bigger venue

This year, the old cloister Chostro Minore di San Smpliciano in central Milan forms the setting for the MINDCRAFT exhibition during the Milan design week.

This is the first time that MINDCRAFT is presented in Brera in Milan's historical centre. From 2008 through 2010, MINDCRAFT was presented in Zona Tortona, and in 2011-2014, the exhibitions were shown in the design district Ventura Lambrate.

The Danish-Italian design duo GamFratesi is responsible for putting together and designing MINDCRAFT15. Their custom-designed exhibition architecture will contain a surprising feature that highlights the historical setting in the cloister.

MINDCRAFT15 – address

Chostro Minore di San Smpliciano
via dei Cavalieri del Santo Sepolcro 3
20121 Milan

Opening hours

14-19 April 2015
Tuesday: 10-23

Wednesday-Saturday: 10-21

Sunday: 10-17

Press enquiries and additional information

Please contact Kristian Kastoft, Senior Advisor at Danish Agency for Culture, +45 3374 5541, krk@kulturstyrelsen.dk

See more at the website

<http://mindcraftexhibition.com/>

Find us on Facebook

<https://www.facebook.com/mindcraftexhibition>

About MINDCRAFT

MINDCRAFT is an internationally recognized and award-winning exhibition concept with varying participants and external curators that presents the best of Danish craft and design. With the purpose of profiling and branding Danish craft and design, the event is aimed at national and international opinion leaders, the press, manufacturers and other professionals within the field of craft and design.

The participants in MINDCRAFT are selected by external curators appointed by the Danish Arts Foundation's Committee for Crafts and Design Project Funding. From 2008 through 2013, the MINDCRAFT exhibitions were developed and organized by Danish Crafts. In 2014, Danish Crafts merged with the Danish Agency for Culture, and it was decided to continue the exhibition concept under the aegis of the Danish Arts Foundation with the Danish Agency for Culture acting as the project operator.