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DANISH ARTS FOUNDATION
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PRESS RELEASE

Danish design in Milan – in between *mind* and *craft*

This year's MINDCRAFT exhibition presents a new selection of the best Danish craft and design during the Milan Design Week, 14-19 April 2015. The exhibition features fourteen new works by nineteen of Denmark's leading designers and craftspeople. MINDCRAFT15 is curated by the Danish-Italian design duo GamFratesi and is shown in a spectacular historical venue in Brera in the centre of Milan.

The idea behind MINDCRAFT is to explore the span between experimenting, innovative and conceptual design and sublime artistic and technical proficiency in Danish craft and design.

The curators GamFratesi have framed the MINDCRAFT concept with the exhibition theme 'In Between'.

'We chose the theme "In Between" because it reflects the fact that Danish craftspeople and designers work in a field of tension in between mind and craft. This exhibition covers the full range of that span, including fully developed ideas, conceptual qualities and sublime artistic and technical accomplishments, coupled with a unique understanding of the materials,' say Stine Gam and Enrico Fratesi, who make up GamFratesi.

This year, the old cloister Chostro Minore di San Simpliciano in central Milan is the venue for the Danish designers and craftspeople selected to take part in MINDCRAFT during the design week.

The selected designers and craftspeople in MINDCRAFT15 are:

- benandsebastian
- Louise Campbell
- Rosa Tolnov Clausen
- Claydies
- Edvard-Steenfatt
- Halstrøm-Odgaard
- Ole Jensen
- Jørgensen-Depping
- Akiko Kuwahata
- Cecilie Manz
- Eske Rex
- Tora Urup
- Henrik Vibskov
- Jakob Wagner

PHOTOS AND DESCRIPTIONS AVAILABLE AT www.mindcraftexhibition.com

MINDCRAFT15 – address

Chiostro Minore di San Simpliciano
via dei Cavalieri del Santo Sepolcro 3
20121 Milan

Opening hours and opening reception

14-19 April 2015

Tuesday 10.00-23.00 – *opening reception at 18.00-23.00*

Wednesday-Saturday 10.00-21.00

Sunday 10.00-17.00

At the opening reception on Tuesday at 18.00-23.00, several of the participating craftspeople and designers will be present, and you will have the opportunity to make interviews and to explore the exhibition together with GamFratesi.

MINDCRAFT15 at Designmuseum Danmark

MINDCRAFT15 is launched in Milan, and an additional destination has already been scheduled. From late September 2015 until late January 2016, MINDCRAFT15 is on display at Designmuseum Danmark in Copenhagen.

Press enquiries and additional information

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

Read more about the exhibition and download high-resolution photos

<http://mindcraftexhibition.com/press/>

Find us on Facebook

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

Brief introduction to MINDCRAFT

The MINDCRAFT exhibitions are supported by the Danish Arts Foundation and organized by the Danish Agency for Culture.

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 and aims to help the participating craftspeople and designers establish new market and press contacts.

Several participants in previous MINDCRAFT exhibitions have been spotted by leading manufacturers, while others have established new collaborations with high-profile galleries.