

March 2016

**DANISH ARTS FOUNDATION**  
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PRESS RELEASE

## **MINDCRAFT16 in Milan – new Danish design and craft**

**The Danish Arts Foundation presents MINDCRAFT16 in Milan on 12-17 April. The exhibition showcases new and original works by some of Denmark's leading designers and craftspeople.**

Since 2008, the MINDCRAFT exhibitions have presented a varying selection of the best new design and craft at the annual design week in Milan. This year, the Danish Arts Foundation asked the design duo GamFratesi to curate and design the exhibition, which is presented at the Circolo Filologico in central Milan. Last year's MINDCRAFT exhibition was also curated by GamFratesi, and the exhibition received both a Milano Design Award and a German Design Award.

*'It is important for the Danish Arts Foundation to be present at key international events, and the design week in Milan is one of the most important events in our field. Danish design and craft has a strong reputation, and a high-profile exhibition such as MINDCRAFT helps affirm our international standing. GamFratesi has selected some of the leading Danish designers and craftspeople who all have a big international potential,'* says Astrid Krogh, Chair of the Danish Arts Foundation's Committee for Crafts and Design Project Funding.

### **In My Mind Craft**

The combination of the words MIND and CRAFT highlights 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 the technical proficiency and material knowledge from crafts. This year, GamFratesi defined a theme that provided an added dimension to MINDCRAFT16.

*'The theme of MINDCRAFT16 is "In My Mind Craft". Like last year, we have chosen a historical venue for the MINDCRAFT exhibition: the Circolo Filologico in the centre of Milan. This institution studies the origins of texts and literature, and driven by the notion of tracing the origins of a project, an idea, a thought, we looked to historical ideas about the human brain as a source of inspiration for our exhibition concept. The designers and craftspeople selected to take part in MINDCRAFT16 have each interpreted the theme "In My Mind Craft" in their individual works,'* GamFratesi explain.

### **This year's participants are:**

Benandsebastian, Anne Dorthe Vester and Maria Bruun, Christina Schou Christensen, Rosa Tolnov Clausen, Freya Dalsjø, Dark Matters, Yuki Ferdinandsen, Halstrøm-Odgaard, Ole Jensen, Irv Johnson Music, Marianne Krumbach, Akiko Kuwahata, Cecilie Manz, Nicholas Nybro, Vibeke Fønnesberg Schmidt, Øivind Alexander Slaatto and Henrik Vibskov.

**See the new works and read about the designers at [www.mindcraftexhibition.com](http://www.mindcraftexhibition.com)**

## **MINDCRAFT16**

Circolo Filologico Milanese  
Via Clerici 10  
20121 Milan

12 April – 17 April 2016

Tuesday 10.30 – 23.00

Wednesday – Saturday 10.30 – 21.00

Sunday 10.00 – 17.00

**Press preview** on Monday, 11 April at 16.00 – 18.00

**Opening reception** Tuesday, 12 April at 18.00 – 23.00

### **Press photos and text**

Hi-res photos <http://mindcraftexhibition.com/press> (Photo credit: MINDCRAFT / Tuala Hjarnø)

Read about the designers <http://mindcraftexhibition.com>

### **Other inquiries**

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### **See more**

Website <http://mindcraftexhibition.com/>

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

#mindcraft16

## **About MINDCRAFT**

The MINDCRAFT exhibitions are funded by the Danish Arts Foundation's Committee for Crafts and Design Project Funding and are organized by the Danish Agency for Culture and Palaces.

MINDCRAFT is aimed at profiling and branding Danish craft and design to national and international opinion leaders and to help the participating craftspeople and designers establish new market and press contacts.

Several participants in previous MINDCRAFT exhibitions have been spotted and had their MINDCRAFT work put into production by leading manufacturers, among them Italian Nemo Cassina as well as Danish manufacturers, including Fredericia Furniture, Muuto, Menu, Skagerak and Gubi. Others have sold works to private collectors or established new partnerships with high-profile galleries in New York, London and Paris.

MINDCRAFT08 was named 'Best Contribution to 100% Design' at 100% Design in London in 2008. MINDCRAFT15 received a Milano Design Award and a German Design Award for the exhibition in Milan in 2015.