

PRESS RELEASE

Next MINDCRAFT exhibition at Circolo Filologico Milanese

When the world's leading design event takes place in Milan on 12-17 April, with an expected turnout of more than 300,000 visitors, the Danish Arts Foundation presents new Danish design and craft in the exhibition MINDCRAFT16.

In 2016, the Committee for Crafts and Design Project Funding under the Danish Arts Foundation once again gives a large international design audience an opportunity to explore the latest in Danish craft and design. This year's participants have now been selected, and the setting for MINDCRAFT16 is the historical Circolo Filologico Milanese in Milan's city centre.

The Danish designers and craftspeople for this year's instalment of MINDCRAFT were selected by the Danish-Italian design duo GamFratesi. GamFratesi also acted as curators and exhibition designers in 2015, when MINDCRAFT was presented on a 500-square-metre mirror floor in a Milanese cloister. The 2015 exhibition received a Milano Design Award and a German Design Award.

The selected designers and makers involved in MINDCRAFT16 range from young talents to more established names working in a wide range of categories, from furniture design, textile design, ceramics and hollowware to fashion and visual design. All the participants will present entirely new works. This year's participants are:

1. benandsebastian benandsebastian.com
2. Anne Dorthe Vester and Maria Bruun annedorthevester.com/mariabruun.com
3. Christina Schou Christensen christinaschouchristensen.dk
4. Rosa Tolnov Clausen rosatolnovclausen.com
5. Freya Dalsj  freyadalsjo.com
6. Dark Matters darkmatters.dk
7. Yuki Ferdinandsen arare.dk
8. Halstr m-Odgaard halstrom-odgaard.com
9. Ole Jensen olejensendesign.com
10. Irv Johnson irvjohnsonmusic.com
11. Marianne Krumbach mariannekrumbach.dk
12. Akiko Kuwahata akikokenmade.dk
13. Cecilie Manz ceciliemanz.com
14. Nicholas Nybro nicholasnybro.dk
15. Vibeke Fønnesberg Schmidt vibekefonnesbergschmidt.dk
16. Øjvind Slaatto slaatto.dk
17. Henrik Vibskov henrikvibskov.com

Since 2008, MINDCRAFT has provided an important platform for the exposure of Danish crafts and design on the world's leading design scene during the annual design week in Milan. MINDCRAFT is the property of the Committee for Crafts and Design Project Funding under the Danish Arts Foundation. The exhibitions are organized by the Agency for Culture and Palaces.

Dates and location

MINDCRAFT16
12 – 17 April 2016

Circolo Filologico Milanese
Via Clerici 10
20121 Milan

Press inquiries and additional information

Kristian Kastoft, Senior Advisor at the Agency for Culture and Palaces, +45 3374 5541,
krk@kulturstyrelsen.dk

Additional information online

mindcraftexhibition.com
facebook.com/mindcraftexhibition
#mindcraft16

About MINDCRAFT

The MINDCRAFT exhibitions are the property of the Committee for Crafts and Design Project Funding under the Danish Arts Foundation and are organized by the Agency for Culture and Palaces.

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. The event 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 by leading manufacturers, including Italian Nemo Cassina and Danish manufacturers such as Fredericia Furniture, Muuto, Trip Trap and Gubi. Others have sold works to private collectors or established new partnerships with high-profile galleries in New York, London and Paris.

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 the highest artistic and technical proficiency from crafts.

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

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