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PRESS RELEASE

## Danish designers give shape to time in Milan

**Time serves as the overarching theme when MINDCRAFT, the Danish Arts Foundation's annual flagship exhibition for Danish craft and design, is presented at the world's leading design event, FuoriSalone, in Milan.**

The inspiration for this year's MINDCRAFT exhibition theme, TIME, according to curator and designer Henrik Vibskov, sprang directly from the historic setting for the exhibition, the San Simpliciano cloister, where time plays a central role in structuring the flow and rhythm of life. Time thus also formed a key focus for the 18 makers and designers selected to take part in MINDCRAFT17, who were asked to address and interpret a specific time span or time of day in their contributions, which are all created especially for the exhibition.

Under this general theme, the participants explore how time can help explain what makes us tick, for example with regard to the rhythms and rituals of life, but also how time affects the creative process – from the drying time of a ceramic glaze to considerations about when or for how long an object will be used.

Curator Henrik Vibskov says about this year's theme:

'Time has a strong presence at the exhibition site. The cloister appears as a beautiful pocket in time in a bustling city, and one senses the rhythm and atmosphere of the place, as it fluctuates with the varying light throughout the day. Moreover, time is something we use to structure our everyday life and world on many levels. From the microscopic tangible elements to the vast, unfathomable eternity – so there is plenty of room for the participants to explore. Some of them address the theme in the way a material patinates and changes in colour over time. Others have seized on the social element at a specific time of day. Like the liberating afternoon coffee-and-cake break or the point where night turns into day, expressed as a poetic physical intersection in a piece of furniture.'

In their exploration of time, the pieces position themselves within the span between the conventionally functional and purposeful and the processual and artistic with a more sculptural and poetic presence – from graphic design, ceramics and furniture to fashion, glass, textile and silver.

The exhibition is curated and designed by Henrik Vibskov and is on show in Milan on 4–9 April 2017. Vibskov has previously been among the selected MINDCRAFT exhibitors, which made him an obvious choice to curate this year's exhibition for the Committee for Crafts and Design Project Funding. A designer whose talent for showmanship and stagecraft can help put Danish design in the spotlight as one of the world's leading design scenes.

'It is crucial for the Danish Arts Foundation to see Danish craft and design make a strong impact at the Milan Design Week. With MINDCRAFT we provide a unique platform that shows current developments and the range of Danish craft and design right now. Curator Henrik Vibskov has selected some of the best Danish makers and designers with a huge potential that we wish to showcase to an international audience as one of the most important design scenes in the world,' says Astrid Krogh, chair of the Danish Arts Foundation's Committee for Crafts and Design Project Funding.

Since 2008, the MINDCRAFT exhibitions have annually presented brand-new works by some of Denmark's best designers and craft makers during the Milan design week. This year's event thus marks the tenth time that the Danish Arts Foundation introduces the international design scene to some of Denmark's leading craft and design talents.

This year's participants are Tobias Møhl, Yuki Ferdinandsen, Eske Rex & Maria Mengel, Birk Marcus Hansen, Emil Krøyer & Mads Sætter-Lassen, Anne Dorthe Vester & Maria Bruun, Kasper Kjeldgaard, Lærke Valum, Marianne Eriksen Scott-Hansen, Isabel Berglund, Hanne G, Anders Ruhwald, Christina Schou Christensen, Pernille Pontoppidan Pedersen and Carl Emil Jacobsen.

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

### **MINDCRAFT17**

Chiostro Minore di San Simpliciano  
Piazza Paolo VI 6  
20121 Milan

4–9 April 2017

Tuesday at 11.00–23.00

Wednesday–Saturday at 11.00–21.00

Sunday at 11.00–17.00

**Press preview:** Monday, 3 April at 15.00–19.00

**Opening reception:** Tuesday, 4 April at 18.00–23.00

**MindTalk with participants from MINDCRAFT, moderated by Henriette Noermark:**

Wednesday, 5 April at 17.00–18.00

### **Press photos and texts**

Download high-res photos here: [mindcraftexhibition.com/press](http://mindcraftexhibition.com/press)  
(photo credit: MINDCRAFT / jeppegudmundsen.com)

### **Additional info about the designers:**

[mindcraftexhibition.com/press/](http://mindcraftexhibition.com/press/)

### **Additional information and press relations**

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### **See more**

Website: [mindcraftexhibition.com](http://mindcraftexhibition.com)

Facebook: [facebook.com/mindcraftexhibition](https://facebook.com/mindcraftexhibition)

#mindcraft17

### **About MINDCRAFT**

MINDCRAFT is an internationally recognized and award-winning exhibition concept with varying participants and external curators that presents the best of Danish crafts and design at the world's leading design event, the annual Milan Design Week. The MINDCRAFT exhibition premiered in 2008. This year's event thus marks the tenth instalment of the event. Over the past ten years, the exhibition has become a well-established and sought-after international platform for Danish craft and design.

The purpose of MINDCRAFT is to profile Danish craft and design to national and international opinion leaders, press outlets, manufacturers and other professionals in the field.

Over the years, several of the participants have been spotted by leading manufacturers and had their MINDCRAFT exhibit put into production. Among these manufacturers are the Italian design brand Nemo Cassina as well as the Danish firms Fredericia Furniture, HAY, Muuto, Menu, Skagerak and Gubi. Other exhibitors have sold works to private collectors or established collaborations with galleries in New York, London and Paris.

In 2015, MINDCRAFT received both a Milano Design Award and a German Design Award, and in 2008 the exhibition took home a Best of 100% Design Award.

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