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PRESS RELEASE

Focus on materiality and sensuous qualities in Milan

The focus is on materiality and aesthetics when the Danish Arts Foundation presents MINDCRAFT18, the annual flagship exhibition for Danish design and craft at the Milan Design Week in April.

The concept of design is used broadly to apply to many different phenomena today. The chosen focus of MINDCRAFT18 is on the essence of the work with design and craft. In this year's exhibition, the objects on display take centre stage, with an emphasis on the hands-on engagement with the material and the visual, aesthetic and sensuous qualities of the objects.

The Danish Arts Foundation appointed Ditte Hammerstrøm curator of MINDCRAFT18. She has participated in previous MINDCRAFT exhibitions and is an important profile in the Danish design scene. Ditte Hammerstrøm says about her approach to curating:

'I have sought to showcase the experimental scene, where Danish craft and design is quite strong today. To me, it is important to highlight the experimental and uncompromising qualities of design and craft and the constant exploration of new ways of addressing the material. These are essential qualities to preserve and safeguard in order to ensure the continuing development of the field.'

The participants

Since 2008 the annual MINDCRAFT exhibitions have presented brand-new works by some of Denmark's leading designers and craft makers at the Milan Design Week. This year marks the eleventh time that the Danish Arts Foundation introduces the international design scene to some of Denmark's biggest talents in the field of design and craft.

The selected participants cover a broad range within Danish craft and design, including both new and established practitioners. A common factor shared by them all is a unique and experimental approach to their field. They push their materials to the limit and challenge the boundaries of the possible.

This year's participants:

Anja Vang Kragh, Carl Emil Jacobsen, Cecilie Bendixen, Gitte Jungersen, Iben Høj, Isabel Berglund, Kasper Kjeldgaard, Katrine Borup, Kevin Hviid, Louise Campbell, Maria Koshenkova, Petra Dalström, Pettersen & Hein, Rasmus Fenhann and Wednesday Architecture

See the exhibits and read more about the designers at www.mindcraftexhibition.com

Milan: the world's leading design scene

The Danish Arts Foundation has chosen Milan Design Week as the setting for its big international design push, because the foundation's Committee for Crafts and Design Project Funding wishes to promote experimental Danish craft and design to an international audience.

'It is important for the Danish Arts Foundation to ensure that Danish craft and design has a strong presence at the Milan Design Week. With MINDCRAFT we have a unique platform for showcasing current trends and the wide scope of contemporary Danish craft and design. Curator Ditte Hammerstrøm has selected some of the best Danish craft makers and designers, who have an enormous potential that we want to present to the international audience in one of the world's most important design scenes,' says Anne Blond, chairwoman of the Danish Arts Foundation's Committee for Crafts and Design Project Funding.

Place:

MINDCRAFT18
Chiostro Minore di San Simpliciano
Piazza Paolo VI 6
20121 Milan

Time:

Tuesday 17 April – Sunday, 22 April
Tuesday: 11.00–23.00
Wednesday–Saturday: 11.00–20.00
Sunday: 11.00–17.00

Press preview on Monday, 16 April at 15.00–19.00

Opening reception on Tuesday, 17 April at 17.30–23.00

Press photos and text

Download high-res photos: <http://mindcraftexhibition.com/press>
(photo credit: MINDCRAFT / Anders Sune Berg)

Read more about the Danish designers:

Read more about MINDCRAFT: <https://mindcraftexhibition.com>

Follow MINDCRAFT on Facebook <https://facebook.com/mindcraftexhibition>

Facts about MINDCRAFT

MINDCRAFT is an internationally recognized and award-winning exhibition with varying participants and curators presenting some of the best contemporary Danish craft and design at the world's most important design event, the annual Milan Design Week.

The MINDCRAFT exhibit premiered in 2008, which makes this year's edition the eleventh in an exhibition series that has become a well established and highly 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, members of the press, manufacturers and fellow professionals.

Over the years, many MINDCRAFT participants have been spotted by leading manufacturers and have 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. Others have sold works to private collectors or established collaborations with galleries in New York, London, Paris and other cities around the world.

In 2015 MINDCRAFT received both a Milano Design Award and a German Design Award, and in 2008 the exhibition was awarded the prize for 'Best Contribution to 100% Design' in London

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

MINDCRAFT18 is supported by Kvadrat, who has delivered all textiles for the exhibition design, and Claudius Foam who has provided foam for the exhibition.

Additional information:

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