



**Media
Release**

Danish Design at the House, a conceptual exhibition that presents a foyer and six windows on Danish design.

**Friday
5 September**

The contemporary design installation to be housed in the Western foyer of the Sydney Opera House opens on 25 October 2013.

Open to the public from Friday 25 October – Monday 11 November, Danish Design at the House gives visitors an up-close and personal experience of a fusion between design, craft and architecture with some of the most exclusive art, culture, fashion, design and products hailing from Denmark. Importantly, this exhibition will shed light on the values and logic that underpin Danish design and coincide with the 40 anniversary celebrations of the Opera House.

a coherent and interactive display, this exclusive curated exhibition will take advantage of Jørn Utzon's deep bay windows that border the Western Foyer of the Opera House. It presents a dynamic collaboration between the Danish Agency for Culture, the Opera House and the Ministry of Foreign Affairs of Denmark. The Exhibition is supported by the Danish Arts Foundation and the Danish Trade Council.

Architect Gerard Reinmuth (AU) and architect Karen Kjærsgaard (DK) are co-curators of the exhibition.





**Danish Minister for Culture,
Ms Marianne Jelved says:**

"I am very pleased and honoured to present the exclusively curated exhibition "Danish Design at the House" at the Sydney Opera House for their 40 anniversary. The Australian public will for the first time ever have the opportunity to experience the best Danish design products from major design companies in one space. The items, which are presented by young talented Danish architects in six windows, will each in their own way reflect a true masterpiece - Sydney Opera House - by Danish architect Jørn Utzon. The exhibition aims at showing, at all levels, the very nature of Danish Design and architecture, a cultural experience developed over centuries. It's about the constant urge to frame, shape and design the future conditions of life, joy, sadness and hope in a concentrated form: a house, a room, a knife, a piece of jewellery, a chair or new technology."

"When this is successful, its essence has properties that are related to music and literature, where elementary human experiences are at play: simplicity and refinedness. Architecture and design are by nature both tangible and intangible, and this dual feature is its quality - or said in other words: It is the combination of arts and crafts skills developed over centuries that forms the quality of Danish Design."

"This exhibition also shows the significance that culture plays in modern society as a valuable business partner by creating authentic, genuine and sustainable objects and experiences that not only reflect history but point to the future. What better context than Sydney Opera House, which reflects in itself these qualities and hence gives the exhibition double value."

**Ambassador of Denmark to Australia,
Mr Børge Petersen, says:**

"Sydney Opera House is a testament to the great, ambitious, audacious collaboration between Denmark and Australia. It exemplifies the high level of knowledge, skill and expertise from Danish architect Jørn Utzon and the Danish companies that were also involved in the building of this remarkable Australian icon. Fortunately things did not stop here: Danish companies within many sectors and industries that have continued supplying their Australian business partners with world-leading state-of-the-art solutions that have literally helped build the country. We are very pleased and proud to see so many of these Danish companies showcasing their solutions at the 40th Anniversary of Sydney Opera House. I am personally looking forward to seeing the companies' exhibits and their interpretations of things to come."

"Indeed it is just one chapter. We look forward to more state of the art collaborations between Denmark and Australia in years to come."

**Consul General & Trade Commissioner,
Mr Michael T. Hansen, says:**

"I am delighted that we have a strong group of 25 Danish design companies on board for the exhibition. These include a combination of our most renowned and well-established furniture houses with emerging furniture brands as well as industrial design and fashion-lifestyle companies that together showcase a great range of what Denmark has to offer."

"Together with Sydney Opera House, we also look ahead to the next generation of Danish and Australian design, which will lead the way in technology and sustainability. There is a lot to be excited about in this collaboration, which is a great showcase for the design companies involved, and which will support trade and relations between Australia and Denmark."

**Chief Curator, Mr Gerard Reinmuth,
Architect + Director of TERROIR says:**

"The 'hero' elements of this Utzon-designed foyer are six large concrete bay windows. The windows occupy the Western side of the foyer and are clear from the immediate crush of people going to and from shows."

"The windows provide moments of silence in the Western Foyer and form dramatic views to the Harbour Bridge. Large openings focus into windows that are invisibly framed for minimum disruption to the view and provide ready-made exhibition cases. The curators have expanded the depth of each niche into the foyer space slightly, creating six exhibition rooms into which Danish products will be presented. The results of this collaboration have already surprised me and my co-curator Karen Kjærgaard."

Exhibiting companies include:

Bang & Olufsen, BODUM, Cane-line, ECCO, ege, Eilersen, Fritz Hansen, FLEYE, Georg Jensen, Grundfos, HAY, LEGO, Lightyears, LINDBERG, Louis Poulsen, Nordisk, Novo Nordisk, Ole Lynggaard Copenhagen, Onecollection, Kay Bojesen, Paustian, Scanpan, Steensen Varming, Viola Sky and VisitDenmark.

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Web links to more information:

Royal Danish Embassy & Trade Commission: www.australien.um.dk
Danish Agency for Culture: www.kulturstyrelsen.dk
Sydney Opera House: www.40.sydneyoperahouse.com

Twitter : #DanishDesignatSOH
Instagram - #danishdesignatthehouse

Images available to media:
Exterior of Western Foyer at Sydney Opera House