

PARSONS THE NEW SCHOOL FOR DESIGN



CONSULATE GENERAL
OF DENMARK



November 6, 2012

PRESS INVITATION

It is with great pleasure that we invite you to participate in ***Danish Design Review, New York***, a symposium and exhibition at Parsons The New School for Design on Saturday, November 17, 2012.

- Meet the rising stars of Danish design, as MoMA Senior Curator Paola Antonelli reviews their work
- Get updated on the major restoration of the Trusteeship Council Chamber at the UN, designed by Finn Juhl and set to reopen in 2013
- Learn more about Danish Design Award and the role of Danish design today with CEO of Danish Design Center Nille Juul-Sørensen

Background

During the period 2009-2013, Denmark is deeply engaged in a grand-scale design project at the UN - highlighting one of the great icons of Danish design history, Finn Juhl, as well as contemporary Danish designers. Designer duo Kasper Salto and Thomas Sigsgaard have been chosen for the commission to refurbish the restored Trusteeship Council Chamber in the UN Conference Building, a longstanding icon of mid-century modern design. Denmark's wish is that the finished chamber will be not only a model example of Danish design tradition, but also showcase the best of contemporary Danish design.

On the occasion of the restoration, refurbishment and Finn Juhl's Centennial taking place this year, the Consulate General of Denmark has launched the design effort "Living the Legacy - Designing the Future," highlighting both the heritage and the contemporary designers inspired by it.

Selected from the winners and nominees at Danish Design Award 2012, we have partnered with Parsons to invite 8 young designers from Denmark to participate in **Danish Design Review, New York**. The Danish Design Award spans industrial design B-to-B, industrial design B-to C, furniture and textiles, service and experience design, digital design and graphic design.

Time and place

Saturday, November 17, 9.30am – 5pm

Kellen Auditorium, Parsons The New School for Design
66 5th Avenue (at 13th st.), New York NY 10011

Participants (keynotes)

Paola Antonelli, Senior Curator at MoMa
Nille Juul-Sørensen, CEO of Danish Design Center
Joel Towers, Executive Dean, Parsons The New School for Design

Rising Stars

Thea Ubbe Ebbesen:

<http://en.ddc.dk/danishdesignaward2012/talent/thea-ubbe-ebbesen>

Anne Danielsen:

<http://en.ddc.dk/danishdesignaward2012/talent/anne-danielsen>

Johannes Grove:

<http://en.ddc.dk/danishdesignaward2012/talent/johannes-grove>

Anders Backe

<http://en.ddc.dk/danishdesignaward2012/talent/anders-backe>

Mads Kjøller Damkjær:

<http://www.madskjoellerdamkjaer.com/Mads-Kjoeller-Damkjaer>

Amanda Betz:

<http://www.amandabetz.com/>

Søren Rose:

<http://www.sorenrose.com/>

Troels Grum-Schwensen:

<http://www.grumdesign.com/>

Program

9.30 am Registration and Coffee

10.00 am Opening speeches by Parsons Executive Dean Joel Towers and Consul General of Denmark in New York, Ambassador Jarl Frijs-Madsen

10.30 am Director Nille Juul-Sørensen (Danish Design Center) keynote: Design Society Denmark: What's up!

11:45 am VIP Review w. MoMA Senior Design Curator Paola Antonelli

12.30 pm Networking lunch, exhibition tour

1.30 pm Living the Legacy: Finn Juhl at the UN

2.30 pm "The Rising Stars": Presentations by Danish designers

Moderators: Nille Juul-Sørensen, CEO, Danish Design Center and Rama Chorpash, Parsons
Product Design Director

4.30 pm Wrap-up discussion

Read more: <http://www.newschool.edu/parsons/exhibitions-and-events.aspx>

RSVP

Please rsvp by **November 14** to

Ulla Dubgaard, Head of Press & Communications, Consulate General of Denmark
ulldub@um.dk / 212 705 4939

We look forward to hearing from you.

Best regards,

Jarl Frijs-Madsen

Consul General of Denmark

Nille Juul-Sørensen

CEO, Danish Design Center

Joel Towers

Executive Dean, Parsons

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