



## Have more – own less

See the collection at Maison & Objet in Paris from 6 to 10 September 2013 at Stand B86 in Hall 8, Now Design à Vivre

**Exquisite craftsmanship, a focus on details, thorough knowledge of materials and the high level of quality from the Danish design tradition are the characteristics of the new *Danish Crafts Collection CC17*. The collection debuts at **Maison & Objet in Paris from 6 through 10 September 2013 at Stand B86 in Hall 8, Now Design à Vivre**.**

– "Have more – own less" seems to be the new motto, which implies a paradigm shift in our attitude to consumption that makes the quality of craft even more relevant today, says Danish Crafts' curator Nina Tolstrup.

– In a globalized world where everything has been streamlined for mass production products have become more and more homogenous. When we travel and visit the leading cities in the world, we are confronted with familiar global brands. In this perspective locally produced products with provenance and heritage, created by makers, using unique skills and techniques are being appreciated and re-valued with a new perspective of understanding the reality of globalization, Nina Tolstrup continues.

The new Danish Crafts Collection CC17, offers exactly these unique qualities. But the collection also offers a constant curiosity and exploration of materials that have the capacity to inspire new and better design products.

– Craft is all about the sense of and sensibility to detail. An understanding of the properties of materials and their possibilities. We see these attributes that craft brings affecting state-of-the-art methods in design, and vice versa. Not as separate disciplines but together, they explore new avenues, says Nina Tolstrup.

In CC17 the designers Foersom & Hiort-Lorenzen, who often challenge materials and technology in their working process, present a very poetic chair that represents a piece of furniture with strong roots in the Danish design and furniture tradition.

With dishes made of raw concrete, cast in rubber moulds prepared with oxide dyes, the ceramist Ane-Katrine von Bülow exploits the chemical process that occurs when the dyes respond to the concrete.

Every year, 20-30 Danish makers and designers are selected to take part in Danish Crafts Collection. It is a big challenge for the individual maker to break through in the international market, but the Danish Crafts Collections offer a strong platform for international exposure and a professional career. This year, the collection includes many new craftspeople and designers, who have been offered a chance to showcase their works to international design buyers and the international design press.

The recently graduated ceramist Mette Duedahl is included in the collection for the first time.

– As a recently graduated ceramist I view CC17 as a unique and major opportunity to establish national and international contacts, says Mette Duedahl.

The 27 participants in the new Danish Crafts Collection CC17, which presents Danish craft in the genres of ceramics, glass, textile and furniture/object, are:

**Ceramics:** Ane-Katrine von Bülow, Gurli Elbækgaard, Helene Stockmarr Gerdorf, Claydies, Monamore, Mette Duedahl, Meyer-Lavigne

**Glass:** Anne Flohr, Mai-Britt Zelmer Olsen, Marion Fortat, Sia Mai & Ole Victor

**Textile:** Karin Carlander, Kokolores, Fabelab, Sen-Sen

**Furniture & object:** Akiko Kuwahata, AnonymDesign, Foersom & Hiort-Lorenzen, Jonas Klein, Maria Bruun, Povl Kjer, Vibeke Fonnesberg Schmidt

Additional information about CC17 is available at [www.craftscollection.dk](http://www.craftscollection.dk), where you can also download photos of all the products. Additional information about Danish Crafts is available at [www.danishcrafts.dk](http://www.danishcrafts.dk)

### Danish Crafts Collection – an international platform

Danish Crafts Collection gives the participants a platform for meeting buyers, manufacturers, gallery owners and the international design press. The products are selected by varying curators appointed by Danish Crafts to ensure the same high level of quality that has always characterized Danish design. The collection is updated annually and marketed in international lifestyle fairs.

The goal is to contribute to a general branding of Danish craft and design in an international context and to initiate a development for the individual participants that may lead to a professional career on commercial terms – based on their own production or in cooperation with a manufacturer.

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