

# the mindcraft project

Press Release | The Mindcraft Project | June 2020

## New Digital Exhibition Launches 16 June



Selected works from The Mindcraft Project 2020. Photo by Anders Sune Berg.

**After 11 years in Milan, The Mindcraft Project will this year be presented in a new digital format as a consequence of the Covid-19. The digital exhibition is designed by Copenhagen-based studio Wang & Söderström and will launch online on [mindcraftproject.com](http://mindcraftproject.com) on the 16<sup>th</sup> of June 2020.**

The Danish curated design exhibition The Mindcraft Project has been shown at Milan Design Week for 11 consecutive years since 2008. This year, the exhibition concept would once again be on show in Milan's Brera district with a fresh line-up, but Covid-19 hindered the plans. Milan Design Week was first rescheduled from April to June 2020 – and later postponed to 2021.

## **A transformation to digital**

Copenhagen Design Agency, the agency leading The Mindcraft Project, decided to transform the exhibition format and create a purely digital experience to be launched on 16<sup>th</sup> of June, which would have been the opening day of the physical exhibition in Milan.

*“When we realized that we would not be able to present The Mindcraft Project in Milan this year, we quickly began to work on alternative ways to present the designers and their projects. It is our mission in The Mindcraft Project to elevate this kind of experimental and thoughtful design that we believe has the ability to inspire and create new perspectives. A digital solution gave the selected group of designers an opportunity to present their work to the international design community despite the absence of Milan Design Week”, says Kristian Kastoft, Co-director of Copenhagen Design Agency.*

*“We decided to rethink the concept, using some of the content we had already made, but also creating something extra with the digital experience in mind. We have worked with a videographer to create new videos about each of the designers as an element of the online exhibition. It has provided a further insight into the designers’ practice and the inherent stories of the works, which are so valuable to this field of design. At the same time, we have had an ambition to add some playful digital elements to give the viewer an added experience. In these unprecedented times, we have been challenged to think differently, and this could possibly add something good to our ways of presenting design in The Mindcraft Project going forward”, says Anders Kongskov, Co-director of Copenhagen Design Agency.*

## **Wang & Söderström**

Copenhagen Design Agency had started a collaboration with Wang & Söderström long before Milan Design Week 2020 was suspended. The studio comprised of Anny Wang and Tim Söderström had been engaged to design The Mindcraft Project’s now cancelled exhibition in Milan. When the physical exhibition had to be abandoned, Wang & Söderström transformed their work to a digital concept.

*“An exhibition in a physical space automatically creates relationships between the exhibited works. These dynamic encounters disappear when the objects are presented singularly in pictures one after another. So we wanted, within the framework of a website, to create a similar spatial situation together with some interactive parts for the visitor. Since an immersive VR experience wouldn’t be a possibility for the project this time, we wanted a fairly comprehensive and simple website that didn’t overshadow the exhibiting artists’ and designers’ work”, says Tim Söderström of Wang & Söderström.*

*“We wanted to create the sense of relationship between the objects by treating them through the same visual filters. Putting them in a group by adding visual frames that hint they are shown together. We created digital visual elements towards the physical exhibition, but now we are taking the physical elements into the digital. What was supposed to be the feet for the podiums in the exhibition are now a graphical element on the website and act like a symbol of this virtual space”, says Anny Wang of Wang & Söderström.*

## **The Mindcraft Project 2020 - digital exhibition**

The digital exhibition will be shown on <http://mindcraftproject.com/> (opens 16 June 2020)

Through videos, photos and visuals, The Mindcraft Project’s digital exhibition will unfold a curated selection of artistic, research-driven and experimental design projects.

Explore ten of the most notable contemporary Danish designers and artists in The Mindcraft Project 2020:

***Ane Lykke / Cathrine Raben Davidsen / FOS / Jonas Edvard / Kasper Kjeldgaard / Krøyer-Sætter-Lassen / Maria Bruun / Mathias Bengtsson / Norm Architects / Tanja Kirst***

Exhibition design and visuals by Wang & Söderström.

## About The Mindcraft Project

The Mindcraft Project is a platform for explorative and experimental design from Denmark, organized by Copenhagen Design Agency. Through communication and exhibitions, the ongoing project addresses issues of future relevance in a meeting between design, craftsmanship, art, research and technology.

Artistic and experimental design practices serve as fundamental research in society, inspiring to new ways of thinking, making, consuming and living. The Mindcraft Project's mission is to elevate these design practices and promote their work, and to push the boundaries for design's potential to create new perspectives on future innovation.

The Mindcraft Project (formerly MINDCRAFT) was initiated in 2008 with the inaugural exhibition during Milan Design Week 2008.

## The Mindcraft Project - Advisory Boards

*General Advisory Board:* Anne-Louise Sommer (Museum Director – Designmuseum Danmark), Thomas Graversen (Owner – Fredericia Furniture), Njusja de Gier (Senior Vice President – Kvadrat).

*Curator Advisory Board 2020:* Maria Foerlev (Owner – Etage Projects), Niels Strøyer Christophersen (Founder & Creative Director – Frama), Henriette Noermark (Independent Curator).

## Press Downloads & Contact

Download hi-res images and visuals:

<https://mindcraftproject.com/press/digital-exhibition-2020/>

For further information, please contact: [info@cphdesignagency.dk](mailto:info@cphdesignagency.dk)

Kristian Kastoft, +45 29436411, [k@cphdesignagency.dk](mailto:k@cphdesignagency.dk)

Anders Kongskov, +45 22494091, [a@cphdesignagency.dk](mailto:a@cphdesignagency.dk)

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**The Mindcraft Project 2020**  
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