

the
mindcraft
project

Press Release | February 2021

New digital exhibition with experimental design launching 17 March 2021



The Mindcraft Project will launch a new digital exhibition highlighting 10 designers and studios from Denmark. The exhibition is designed by Wang & Söderström and led by Copenhagen Design Agency.

The digital exhibition opens to the public 17 March 2021 on mindcraftproject.com

The Mindcraft Project will present a new digital exhibition concept with explorative and experimental design from Denmark in a meeting between craft, art, architecture and technology. The 10 designers and studios have been selected for the exhibition with curatorial advice from a new Curator Advisory Board.

“We have appointed the curatorial board members based on their wide knowledge of the contemporary Danish design scene. They have great insights in areas covering furniture, craft, art, architecture, technology and innovation,” says Kristian Kastoft and Anders Kongskov, Co-directors of Copenhagen Design Agency.

The Mindcraft Project 2021 stretches across new digital fabrication methods and traditional refined craftsmanship.

“The material knowledge and technical proficiency that originates from craft is a strong part of the Danish design DNA. In the upcoming exhibition, we will present projects that utilize new digital methods of designing and making alongside traditional craft disciplines in a cross-cultural and cross-disciplinary mix. The selected

designers and studios are characterized by their experimental approaches, material knowledge and technical proficiency,” says Kastoft and Kongskov.

Designers and studios 2021

- **Archival Studies**
- **bahraini—danish**
- **Else-Rikke Bruun**
- **Frederik Nystrup-Larsen & Oliver Sundqvist**
- **Kasper Kjeldgaard**
- **Mette Schelde**
- **Rasmus Fenhann**
- **Stine Bidstrup**
- **Stine Mikkelsen**
- **91-92 (ninetyoneninetytwo)**

Curator Advisory Board 2021

- **Nicolai de Gier** – Head of Furniture and Object Design at the Royal Danish Academy and Design Director at TAKT
- **Mette Barfod** – Editor In Chief of Ark Journal
- **Jamie Williams** – Architect, previously SPACE10 and CHART Art Fair

Wang & Söderström

The digital exhibition is designed by Copenhagen-based studio Wang & Söderström, comprised of designer Anny Wang (b. 1990) and architect Tim Söderström (b. 1988).

Bridging physical and digital realms is a major theme in Wang & Söderström’s work, and they are persistently challenging the boundaries between these realms. The studio strives to create mind tickling and unexpected experiences through materiality and technology. Wang & Söderström were also in charge of exhibition design and visuals for The Mindcraft Project in 2020.

For The Mindcraft Project 2021, Wang & Söderström are collaborating with Hannah Gutkauf and Nikolaj Stausbøl of Manyone to create the digital exhibition; and Ruby Studio are in charge of the website.

About The Mindcraft Project

The Mindcraft Project is a platform for explorative and experimental design from Denmark, led by Copenhagen Design Agency. The Mindcraft Project has presented annual exhibitions at Milan Design Week 2008-2018. In 2020, as a consequence of the pandemic, The Mindcraft Project developed its first digital exhibition format.

The combination of the words ‘Mind’ and ‘Craft’ highlights the essence of the project. It is a field that merges experimental, innovative and conceptual design approaches with the technical proficiency and material knowledge from craftsmanship.

Building upon the Danish design and craft heritage, The Mindcraft Project aims to provide the next generation of Danish designers with an international platform and to demonstrate the designers’ ability to innovate, inspire and catalyze change.

The Mindcraft Project is a platform that depends on support from sponsors, foundations and partners.

Press Downloads

Download hi-res images and visuals: <https://mindcraftproject.com/press/digital-exhibition-2021/>

Contact

For further information, please contact:

Kristian Kastoft, +45 29436411, k@cphdesignagency.dk

Anders Kongskov, +45 22494091, a@cphdesignagency.dk

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