

5. juli 2004

Side 1

## press release

### Dansk

With a vision of linking food, design and Danish nationality together in one concept the Danish Design Centre has, in collaboration with a number of designers, created a brand new identity of the design centres café. In short we have chosen name the concept 'Dansk'.

Based on a conception – which in these times of globalisation may be somewhat old-fashioned – we have ask a selection of designers to portray their interpretation of 'Danishness'. Each designer has in innovative and individual ways contributed in creating a new and unique identity of the café that challenge the space and the visitors of the centre by mixing humour, aesthetics and attitude in a new context that show how design in a new and innovative way can be coupled with the Danish cultural heritage.

Managing Director Ulla Hovgaard Ramlau, DDC: "With 'Dansk' the café has been given a different lay-out – it is bold and hopefully never seen before. The very thing that the café appeals to making up one's mind about the possibilities within the ideas of design is exactly the plan!"

The café is to be re-designed every two years through selected designers' innovative and individual interpretations of concepts of Danish. The first version of 'Dansk' has been established in collaboration with:

Furniture design group "Remove" - design of cafe furniture in pine (shelves, tables and benches). Remove are: Peter Johansen, Maria Hørmann, Felix de Voss, Thomas Bentzen & Claus Jakobsen.

Textile designer Tina Ratzer – decoration of wall with textile plait.

Designer Ingrid Unsold – design of the graphic identity of the café.

Ceramic duo "Claydies" – staging of the bar with ceramic works. Claydies are: Tine Broksø og Karen Kjældgaard-Larsen.

#### Ingrid Unsold:

"I associate Danish with the cliché of social cosiness, the Danes as a nation and a social country, who meet to drink together in relaxing and unprepentious circumstances. I have tried to transfer this to a simple visual identity that reflects this. I don't want to analyse the identity too much – because it is what it is! "

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**Remove:**

"We associate the notion of Danish with unpretentiousness, warmth and humour. With our furniture we have chosen to let the simple idiom with its straight lines stand in contrast with the Danish culture of nationality and cosiness. In that way we would like to give the visitors of the Danish Design Centre a different and spacious surprise."

[www.remove.dk](http://www.remove.dk)

**Tina Ratzer:**

"I associate Danish with cosiness. On the other hand I know from southern European friends of mine that they in their first encounter with Denmark, have felt a touch of the Nordic coldness and the sometimes cold appearance of the Danes. From a distance my work could look like a 'high tech pixel palette' as Malene La Cour Rasmussen writes in her review in Kunststoff, but when you get up close you discover that the work is plaited of threaded strips of fabric in the same way as a plaited Christmas heart, and this is where the cosiness and the warmth comes in, as when you get a little bit closer to us Danes. This idea about the Danes has not been the basis of the composition of my work, it has been the architectural lines and movements of the room that I wanted to add some warmth to".

[www.ratzer.dk](http://www.ratzer.dk)

**'Claydies':**

"Danish is the beer, the sausage, the forest, the sand dunes and the road sides. We let the Danishness blossom indoors."

[www.claydies.com](http://www.claydies.com)

The 'Dansk' concept will be fully implemented during the autumn of 2004, also in the kitchen with the development of a menu concept with focus on Danish produce.

In June of 2006 a new version of 'Dansk' will take over with new ideas, new possibilities, new interpretations and new designs. We look forward to bid you welcome!