

PRESS RELEASE

Danish Design Promotion in Shanghai

In the Danish design tradition, quality is closely related to function, aesthetics, economy and environment. Through the 20th century, it has become a fundamental principle for Danish designers to emphasise the user needs and functionality. As a result of this practice, the use of design driven products is an obvious and integrated part of the Danish people's everyday living.

Now, Danish designers and Danish design companies together with Danish producers have been invited to Shanghai to represent Danish design and design processes from a broad and modern perspective (industrial design, user-friendly design/innovation etc.).

The promotion is taking place from the 26th to 29th of September 2007 in connection with the visit of the Danish Minister of Science, Technology and Innovation's visit to Shanghai where he is opening the new Innovation Centre of Denmark (founded in cooperation between the Ministry of Foreign Affairs and the Ministry of Science).

The purpose of the design promotion is to:

- Present Danish designers/design companies and drafting rooms to Chinese design-buyers
- Match Danish designers/design companies and drafting rooms with Chinese design companies with the purpose of creating strategic alliances/networks
- Present Danish designers/design companies to Danish producers that are already settled in China
- Show cases of Danish architecture which are linked to design

The promotion will consist of a range of symposiums within the following areas, with innovation as the cross disciplinary subject:

- Innovation and energy
- Sustainability
- Industrial design
- Identity/branding

Individual matchmaking meetings with Chinese stakeholders and visits at Chinese/Danish producers and design companies/drafting rooms are arranged.

The design promotion is an initiative of Danish Design Centre and is arranged in close cooperation with World Pictures, Denmark, as the practical coordinator as well as the Consulate General of Denmark in Shanghai, Innovation Centre

Denmark and Shanghai Design Centre. For further details concerning programme, information about the participating companies please have a look at www.danishdesignchina.com or contact

Danish Design Centre, Head of Design Promotion, Mrs Susie Ruff, sar@ddc.dk ,
phone +454083 9637
Consulate General of Denmark in Shanghai

Mrs Mette Knudsen, mettkn@um.dk

Mrs Angela Zhang, angzha@um.dk