

Danes on the Move

Tomorrow's Seating Design - Today

The newest and most innovative chairs of Danish design tour the USA. Grand opening March 2001 in New York.

Denmark has a long-standing reputation for fine craftsmanship, in particular the exceptional pieces of its mid-20th-century furniture masters. The Chair, by Hans J. Wegner, became world-famous when used by John F. Kennedy on television during his campaign for the presidency. Arne Jacobsen's Egg Chair and Swan Chair, originally created for the lobby of the SAS Hotel in Copenhagen, are now virtually synonymous with the ideas of Danish design specifically and modern Scandinavian furniture design in general.

Although their creators are no longer with us, most of these classic pieces are still in production today, often appearing amid ultramodern architecture in trendy advertisements. Works by designers such as Kaare Klint, Finn Juhl, and Verner Panton are auctioned off as prestigious, highly prized objects or sold as vintage furniture in exclusive boutiques around the world.

But now a new generation of Danish designers has stepped up to take their place, proudly carrying on the heritage of the storied designers of yesteryear. This generation is producing the Danish furniture of today that will become Danish furniture classics of tomorrow.

Some of them, such as Kasper Salto and Hans Sandgren Jakobsen, have already earned

awards for their innovative work. Salto's Runner Chair is just one example of a present-day piece that has found its way into the world. Prominent users of the Runner chair include former U.S. President Bill Clinton. There is also a Runner housed at the Art Association in Denmark, and when the Danish Design Center opened its new building in the center of Copenhagen last year, Salto's latest chair, the Blade, was a natural choice.

These young Danish furniture designers - both those who are already prize-winners, as well as those whose prizes are yet to come - are assembled in the "Danes on the Move" exhibition and are ready to give us a glimpse of the seating design of tomorrow.

This unique exhibition presents 17 of the newest and most innovative chairs created by the new generation of young Danish designers. "Danes on the Move" will visit 16 Scandinavian-inspired and American furniture stores around the U.S. in 2001.

For more information about the "Danes on the Move" exhibition, visit the Web site of the Royal Danish Consulate General in New York www.denmark.org or the official exhibition Web site www.danesonthemove.com

Both Web sites offer a complete list of exhibition sites, plus opening dates for each location and an overview of press material from the Royal Danish Consulate General. They will also include press releases and photographs in downloadable format, as well as newspaper and magazine articles on the exhibition as they appear.

Please be seated!

