

NEED TIME TO DESIGN ?

Press release August 28 2009

Time to design – new talent award 2009

FROM ASIA AND SOUTH EUROPE TO DENMARK: THE WINNER-DUO OF TIME TO DESIGN 2009 EXPERIMENTS WITH A NEW APPROACH TO INTERIOR DESIGN

Friday August 28, 2009 the Danish Minister of Culture Carina Christensen presented the Time to design – new talent award 2009 at the National Workshops for Arts and Crafts. The jury selected two talented young designers; Hunn Wai and Francesca Lanzavecchia, as winners of the talent award from a stack of applications from more than 35 different countries all over the world. With national backgrounds from Singapore and Italy respectively, the two will meet in Scandinavian to take on the challenging task: their winning project **“SPAZIALE SERIES: New expressions of skin and structure”**.

THE DANISH MINISTER OF CULTURE CARINA CHRISTENSEN ABOUT TIME TO DESIGN

“Time to design is more than the actual award of DKK 50.000 - it is in fact a unique opportunity offering the possibility for designers from all over the world to come to Denmark and use the fabulous facilities at the National Workshops for Arts and Crafts for new design projects. With that Time to design contributes to emphasize Denmark’s position as a design nation reaching further than own boundaries. It will be exiting to watch this year’s winner project as well as the future development of the award.”

THE WINNER PROJECT

Wai & Lanzavecchia will embark on a project that is based on voids, skin and structure. Taking inspiration from fashion, architecture and human behaviours, they will amalgamate those inputs, according to their vision, into a new breed of interior objects that will question our perception on the rituals of possessions storage and ecology-awareness within furniture manufacture, distribution and construction.

The designer-duo will work with flexibility and susceptibility in different types of materials. The key is the potential changes; the mean is the mystery emerged out of the imagination of what is hiding behind the wrapped items. By adding the concept to a series of products the duo will let new possibilities and perspectives grow in relation to the function of furniture, aesthetic, interaction and purpose.

Wai & Lanzavecchia began the cooperation at the Design Academy Eindhoven, where both studied IM Master (Interior

/ Industrial / Identity Design) under the management of Gijs Bakker, co-founder of Droog Design.

ABSTRACT OF THE JURY’S STATEMENT

“Wai & Lanzavecchia has been granted winners of Time to design – new talent award 2009 because their project and professional approach to design show that design projects to them is a research journey demanding the use of important disciplines and professional competences which characterize good designers. At the same time Wai & Lanzavecchia are researchers, engineers, craftsmen and designers. They need full control making the detour to the good design project worth the effort.”

The winner project in 2009 is selected by a professional design jury consisting of the three designers Mathilde Aggebo, Dorte Østergaard Jakobsen and Thomas Bentzen as well as Frederik Hardvendel (Director, National Workshops), Ida Marie Nissen (architect and co-founder of Link UP) and Poul Madsen (CEO, Normann Copenhagen).

UNIQUE PLATFORM FOR THE DESIGN TALENT

Time to design was established in 2008 and is an international design award with focus on the needs of young design talents in the beginning of their career. The award has been established based on the idea of creating a unique platform for young design talents within the design industry – a platform that can contribute to the winner’s future professional career. The winner is granted with three months residency at the National Workshops for Arts and Crafts, 50.000 DKK donated by the Cultural Ministry and two weeks exhibition in Normann Copenhagen Flagship Store. This year the winners will also get career coaching by the company Missing Ink.

Read more about the award and download press material at www.timetodesign.eu

FOR FURTHER INFORMATION ABOUT TIME TO DESIGN – NEW TALENT AWARD PLEASE CONTACT

FREDERIK HARVDENDEL, Director, or
IDA SOFIE MINKE ANDERSON, PR Assistant, both National Workshops for Arts and Crafts
Phone: +45 32 96 05 10 or +45 20 62 15 45
Email: timetodesign@svkh.dk