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PRESS RELEASE

Time to design – new talent award. A new design award focusing on the needs of young talents

Three months residency at the National Workshops for Arts and Crafts in Copenhagen, DKK 50,000 to cover material costs, access to studio, workshops and professional guidance and – if needed - an apartment located nearby. This is what the winner of **Time to design – new talent award** can expect to receive. Furthermore, the winner is granted two weeks exhibition in the impressive Normann Copenhagen Flagship Store located in an old cinema at Trianglen in the eastern part of Copenhagen.

The award is based on a new and untraditional co-operation between The National Workshops for Arts and Crafts (SVKH), Normann Copenhagen and Link UP – a network for young architects and designers in Denmark. The cooperation between the private and the public sector form a distinctive platform for the growing talent and facilitate room and space for challenging projects and ideas – a platform that can contribute to the winner's further professional career. The target group is designers in the beginning of their career, who has already shown potential and talent. The award is also open for students, and both Danish and international designers are encouraged to apply.

The combination of the residency at SVKH and the exhibition in Normann Copenhagen provides great opportunities for the winning designer. Competent guidance and access to the highly acknowledged facilities offered by SVKH forms the foundation for the designer to concentrate on his or hers work. The exhibition in Normann Copenhagen provides an excellent opportunity to show ones work and talent to the public.

SVKH is a public institution under the Danish Ministry of Culture. The Danish Minister for Culture Mr Brian Mikkelsen says about the award: "An award of this calibre is characterized as being extraordinary as it captures the needs of young talented designers. The Ministry of Culture are pleased that the award facilitates a practical helping hand. Through the unique combination of professional facilities and guidance as well as an exhibition period of which the winner will receive, we are able to open up the road for a design talent".

In the first year The Danish Ministry of Culture contributes with DKK 50,000 to the winner to cover material costs e.g.

The 2008 guest Jury members consists of three competent Danish designers; Ole Jensen, Cecilie Manz and Maria Berntsen. Furthermore, the Jury consist of three permanent jury members; Frederik Hardvendel, Director of the National Workshops for Arts and Crafts, Poul Madsen, CEO and founder of Normann Copenhagen, and Jesper Nørgaard Pagh, designer and co-founder of Link UP.

The application deadline is 15 June 2008, and the winner will be announced ultimo August at a press conference at The National Workshops for Arts and Crafts. The exhibition at Normann Copenhagen runs from 27 November to 11 December 2008.

Read more about the award at www.timetodesign.eu

Learn more about the founders at
www.svkh.dk
www.normann-copenhagen.com
www.linkup.nu

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The National Workshops for Arts and Crafts (SVKH) is a public institution under the Danish Ministry of Culture which has existed since 1986. SVKH is located at Gammel Dok Storehouse at Christianshavn, Copenhagen. SVKH provides facilities such as studios, workshops and guest residence for professional artist, designers, crafts men and restorers.

Normann Copenhagen launched the first product, the lamp Norm 69, in 2002. In 2005, Normann Copenhagen opened own Flagship Store at Trianglen, in the eastern part of Copenhagen. The 1700m2 unique retail environment offers a broad selection of lifestyles products and fashion from high-end brands. Rewarded with international design awards, Normann Copenhagen continues developing designs that challenge conventional thinking and make normal objects extraordinary through good design.

Link UP is a network for young architects and designers founded in March 2004 based on the vision to create a better and livelier professional setting for young architects and designers in Denmark. Thus, the fundamental idea is to create better coherences – to link up – between young architects, designers and related professionals.