

NEED TIME TO DESIGN?

Press Release April 2011

Time to design – new talent award 2011

TIME TO DESIGN - NEW TALENT AWARD 2011

A NEW TALENT GETS A CHANCE

Time to design - new talent award is a design award aimed at young design talents in the beginning of their career. The price includes three months residency at the Danish Art Workshops, 50.000 DKK sponsored by TA, the Danish Association of Wood and Furniture Industries to cover material costs, individual career coaching by OeO and two weeks exhibition at the Normann Copenhagen Flagship Store.

DEADLINE FOR SUBMISSION IS JUNE 12, 2011 GO TO WWW.TIMETODESIGN.EU

The winner will be announced by the end of August at a press conference. The residency at the Danish Art Workshops will run from September to November 2011, and the exhibition at Norman Copenhagen is on view from November 24 to December 8, 2011.

JURY 2011

The guest jury members in 2011 are Managing Director of Iceland Design Centre Halla Helgadóttir, Danish Designer and Architect Nicolai de Gier and Danish Architect and Editor Kjeld Vindum.

Further jury members are representatives from the partners and sponsors: Frederik Hardvendel, Director of the Danish Art Workshops; Poul Madsen, CEO and founder of Normann Copenhagen; Jesper Pagh, designer and part of Dansk Dynamit; Hans Jørgen Bruno Hansen, director at Bruno Hansen Snedkerier and chairman in the TA design committee and Thomas Lykke, design director at OeO.

ABOUT WINNING THE AWARD

In 2010 the winner was the Norwegian Designer Siren Elise Wilhelmsen who won with the project *Developing Time - Time Developing*, which manifested time's passing in the concrete shape of a family of knitting clocks.

Siren said about winning the award: "For me as a young designer it is important to confront the world with my work, to get out there on the field, get reactions and test both myself and my products. To me, Time to Design has been worth much more than the time to develop this one single project. It has been a major motivator to think beyond the knitting clock and start planning the future."

The project was shown at Milan Design Week 2011 and at 100% Norway in London 2010 along with brand new designs by Siren.

Press photos of the projects can be found at www.timetodesign.eu

UNIQUE PLATFORM FOR GROWING TALENTS

Time to design - new talent award was established in 2008. It is a new and untraditional co-operation between the Danish Art Workshops, Normann Copenhagen and Dansk Dynamit.

The goal is to create a unique platform for design talents within the design business through a co-operation between the private and the public sector - a platform that contributes to encourage a professional career.

FURTHER INFORMATION

Go to www.timetodesign.eu or contact: Frederik Hardvendel, director or Ida Sofie Minke Anderson, pr assistant, the Danish Art Workshops. Phone +45 32 96 05 10 or +45 20 62 15 45
Email: timetodesign@svfk.dk

PARTNERS

/ Danish Art Workshops: www.svfk.dk
/ Normann Copenhagen: www.normann-copenhagen.com
/ Dansk Dynamit: www.danskdynamit.com
/ TA, Danish Association of Wood and Furniture Industries: www.ta.di.dk
/ OeO: www.oeo.dk

SPONSORS

/ B14: www.b14.dk



DANISH
ART WORKSHOPS
STATENS VERKSTEDER
FOR KUNST

normann
COPENHAGEN

DANSK DYNAMIT



træets arbejdsgivere
organisation for træ- og møbelvirksomheder



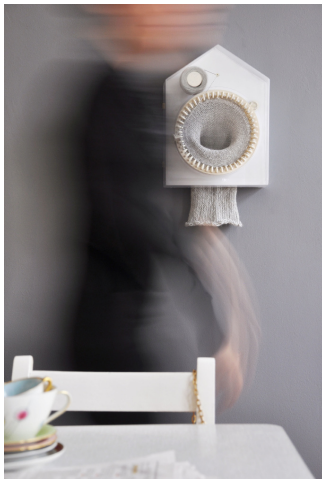
time
to
design

NEED TIME TO DESIGN?

Press Release April 2011

Time to design – new talent award 2011

2010



DEVELOPING TIME - TIME DEVELOPING,
KNITTING CLOCK
PHOTO: MIRIAM LEHNART

*PLEASE GO TO WWW.TIMETODESIGN.EU
TO DOWNLOAD PRESS MATERIAL*



DEVELOPING TIME - TIME DEVELOPING,
KNITTING CLOCK
PHOTO: MIRIAM LEHNART

*PLEASE GO TO WWW.TIMETODESIGN.EU
TO DOWNLOAD PRESS MATERIAL*

2008



SATURATED POROSITY - FREESTANDING SCREEN
BY ANNE ROMME
PHOTO: NORMANN COPENHAGEN PR PHOTO

2009



SPAZIALE SERIES BY LANZAVECCHIA + WAI
OUR, CHAIR DETAIL
PHOTO: DAVIDE FARABEGOLI



DANISH
ART WORKSHOPS
STATENS VÆRKSTEDER
FOR KUNST

normann
COPENHAGEN

DANSK DYNAMIT



TA træets arbejdsgivere
organisation for træ- og møbelvirksomheder

b14

time
to
design