Lifestyle & Design Cluster

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the secretariat of
Lifestyle & Design Cluster

www.ldcluster.com

GOLD

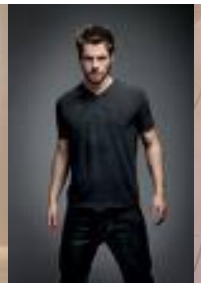
Cluster Management Excellence

PROVEN FOR CLUSTER EXCELLENCE

2 min. background:

-A cluster since 2002, originally for wood and furniture
-Merge into lifestyle and contacted by the clothing and fashion industry
-2 offices – Herning and Copenhagen, 11 employees
-12 members of Board of Directors – industry organizations, regional government, knowledge institutions and companies
-13 consortium partners - knowledge institutions (including two from the UK and one from Holland)
-126 Dialogue companies
-302 comitted companies
-598 non-comitted companies

Focus areas:
Innovation and Design, New Materials, Future Trends and Sustainability of Interior and Clothing, Fashion, Re/etail



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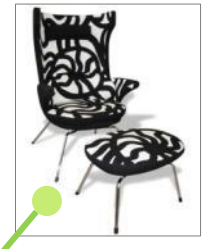

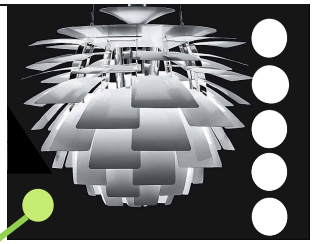

Inheritance

Functional

Democratic

User Focus

Danish Aesthetics

Problem oriented

DNA – Danish Design

Materials

Sustainability

Attention to details

Relations

360 Degrees

Lifestyle

Source: DDAI

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Inheritance

Source: DDAI

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Functional

Source: DDAI

Source: DDAI

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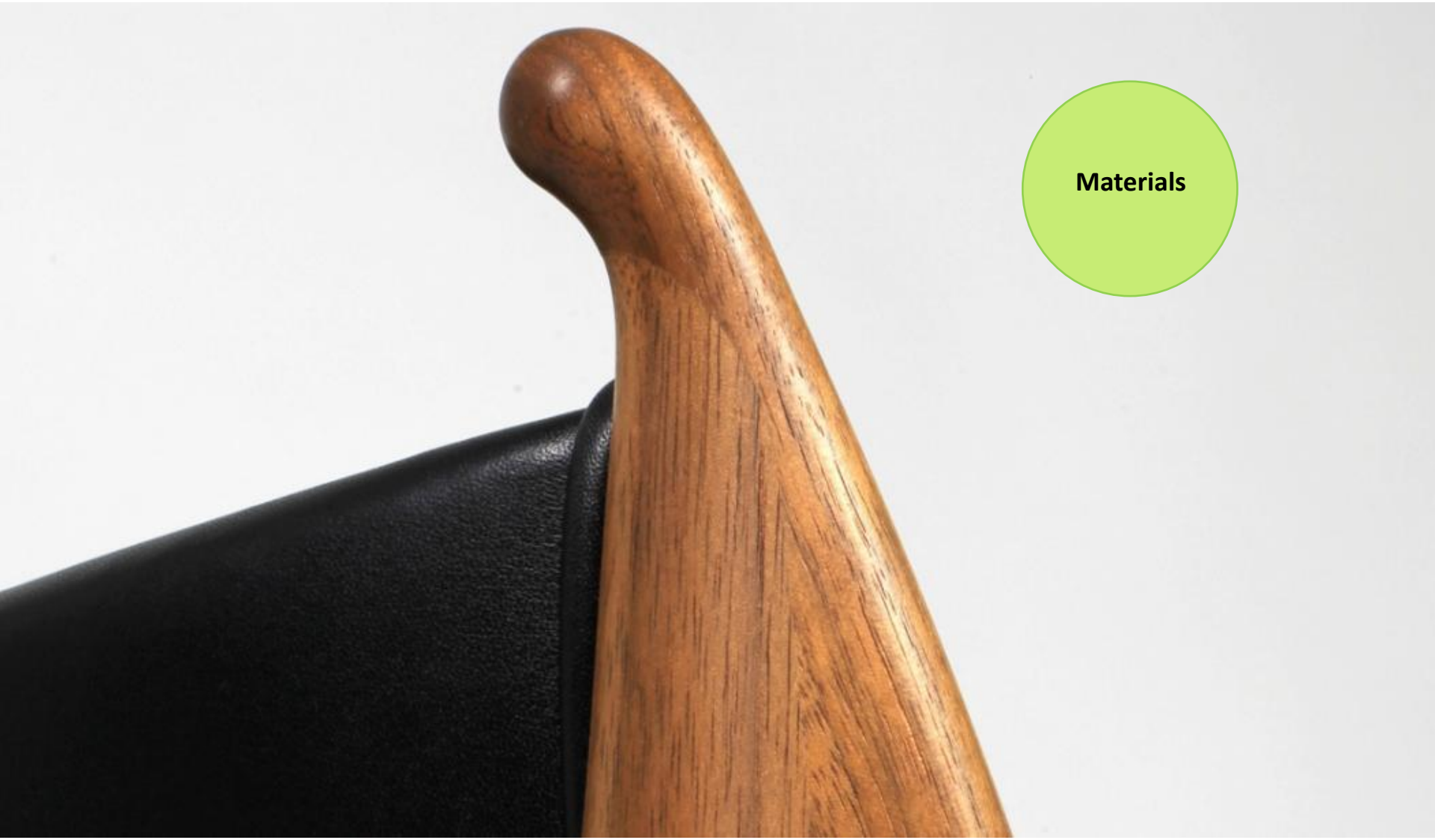
User Focus

Source: DDAI

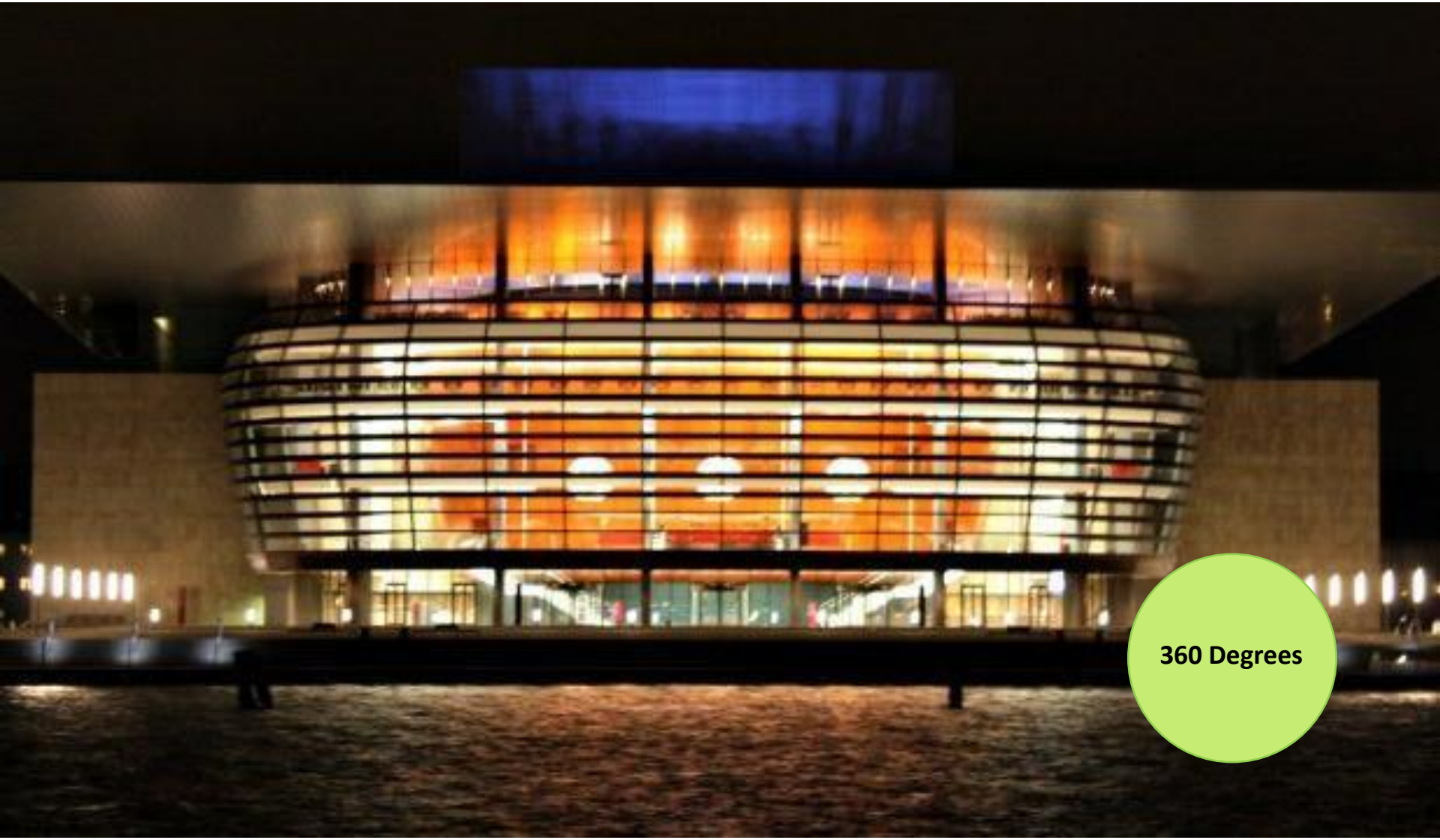
Danish Aesthetics
Simplicity & purity
Details
Durability
Light
Eclectic

Source: DDAI


Materials

Source: DDAI

Source: DDAI



Source: DDAI

Source: DDAI

Lifestyle & Design Cluster.

Relations

Attention to Detail

Design: Troels Grum- Schwensen

Source: DDAI

Source: DDAI

Lifestyle & Design Cluster

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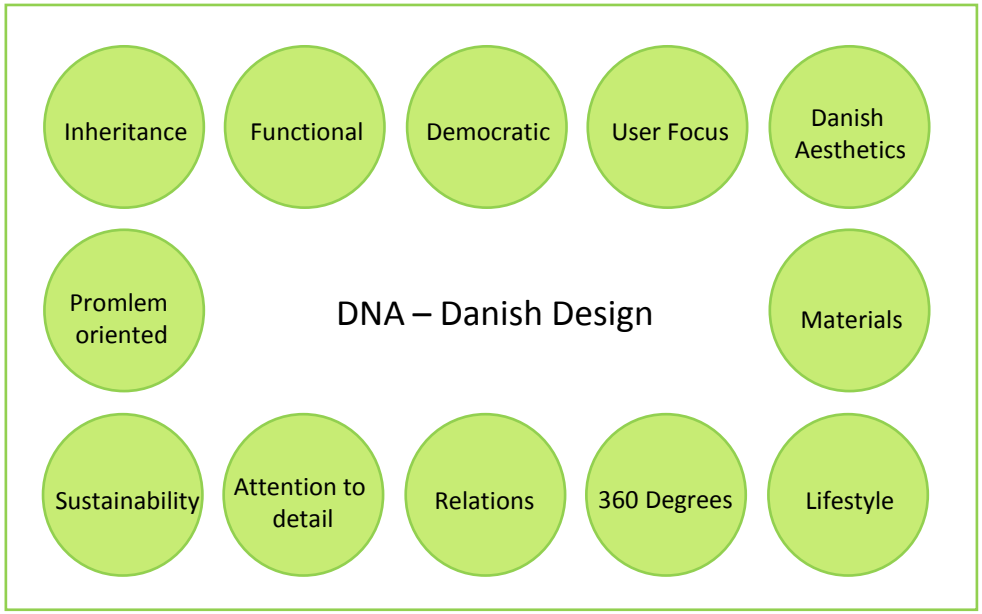
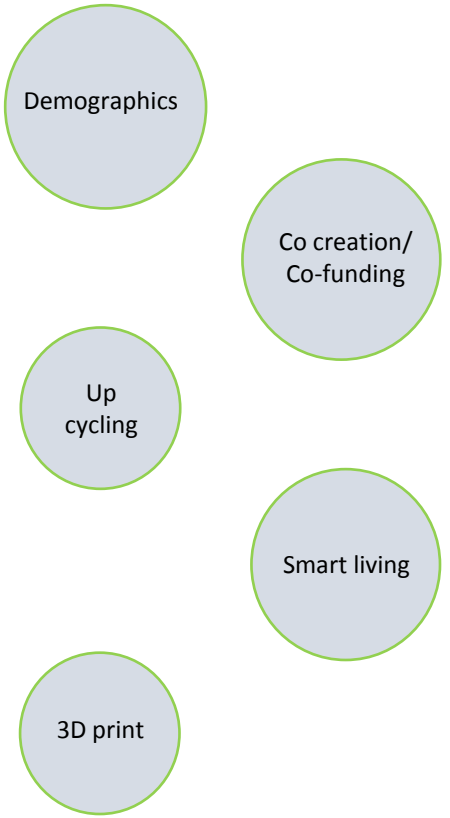
Source: DDAI

Problem oriented

The Future of Danish Design





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Design initiatives in Denmark – some examples

•***The Cabinetmaker's Autumn Exhibition*** **since 1981.** An innovative cooperation between producers and designers (established and new emerging designers). Host every autumn an exhibition with the outcome of the cooperation within a dedicated theme.

•***"Rundkant"*** **(round edge)** an exhibition in the cross field of art and design. 22 female designers develop a special piece with a theme for every 2nd. years exhibitions.

•***Danish Crafts Collection,*** founded in 1999 is a curated selection of the best in contemporary Danish craft and design at international fairs and in other commercial contexts. From 2014, Danish Crafts Collection has been carried out by the Danish Arts Foundation with the Danish Agency for Culture serving as the secretariat.

• ***MINDCRAFT*** is an international exhibition concept with varying participants and external curators that present the best of Danish craft and design at the world's leading design event, Milan Design Week. From 2014, the MINDCRAFT exhibition has been carried out by the Danish Arts Foundation with the Danish Agency for Culture serving as the secretariat. See works and exhibition photos from previous MINDCRAFT exhibitions at **Mindcraftexhibition.com**

•***Danish Living Room*. 5th edition at the Milan Fair in 2016.** A decorated house concept with 25-30 brands. To be displayed in modified version in other countries as well.

•***Images of Danish Furniture*.** 34 furniture makers exhibition at central Copenhagen and these days also in Canada. Curated by Anne Lise Kjaer.

•***Danish Think Tank for Furniture* :**

-**Common talent program.** Participation of 4 design schools. 5 companies a year will have a group of talents working along a Danish well known brand or manufacturer.

-**Dialogue group.** Selected companies and responsible staff from the leading Danish design schools discuss and work together on challenges and possibilities. The goal is increased cooperation.

-**Creative Entrepreneurial exhibition.** A professional forum with feed back from retailers and other professional companies on progress and possibilities. Mentorship.

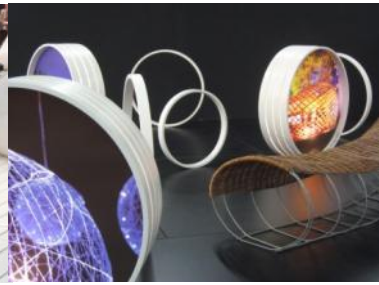
-**Design Boost.** Designers working on special projects for companies no previous cooperation with or hiring of designers.

•***Folio and JOIN cooperation* .** Folio is an online portfolio with participation of more than 600 designers. JOIN and FOLIO will create online ideas for new cooperation.

•***Danish Made.*** The leading 3 design- and furniture schools' common exhibition . Theme: In the year of celebration of two well known Danish legends - Børge Mogensen and Hans Wegner – what does it mean to be standing on the shoulders of those giant legends (the theme differs a bit from school to school)

***Index Design to improve life*.** The biggest design award in the world. The award promote the application of design and design processes to improve vital areas of people's lives worldwide. Runs every 2nd year.

•***Design Museum Denmark*. (**earlier named The Danish Museum of Art & Design) is Denmark's largest museum for Danish and international design and a central exhibition forum for industrial design and applied arts in Scandinavia. The museum's collections, library and archives constitute a central resource centre for the study of design and its history in Denmark

Thank you!

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