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the secretariat of
Lifestyle & Design Cluster

www.ldcluster.com
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
DNA – Danish Design

- Inheritance
- Functional
- Democratic
- User Focus
- Danish Aesthetics
- Problem oriented
- Attention to details
- Sustainability
- Relations
- 360 Degrees
- Lifestyle

Source: DDAI
Functional

Source: DDAI
User Focus

Source: DDAI
Danish Aesthetics

- Simplicity & purity
- Details
- Durability
- Light
- Eclectic

Source: DDAI
Materials

Source: DDAi
Attention to Detail

Design: Troels Grum-Schwensen

Source: DDAI
Problem oriented

Source: DDAI
The Future of Danish Design

DNA – Danish Design

Inheritance  Functional  Democratic  User Focus  Danish Aesthetics

Problem oriented  Materials

Sustainability  Attention to detail  Relations  360 Degrees  Lifestyle

Demographics
Co creation/Co-funding
Up cycling
Smart living
3D print

Problem oriented
Materials
Sustainability
Attention to detail
Relations
360 Degrees
Lifestyle
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](http://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 feedback 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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