

# **\*\*\*MEDIA RELEASE\*\*\***

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## **CUTTING-EDGE MODERN MEETS CLASSIC ICONIC AS DANISH DESIGN TAKES CENTRE STAGE IN VANCOUVER'S STYLISH GASTOWN**

***THE BIGGEST NAMES IN DANISH DESIGN SET TO SHOWCASE  
THEIR INNOVATIONS IN A RARE EXHIBIT***

Vancouver, BC - Erik Jørgensen is one of the world's leading names in furniture design and now his pieces will headline a showcase of some of Denmark's best designers at a Vancouver exhibition in November.

Denmark is renowned for its furniture industry and when it comes to design, form, functionality and aesthetics the Danes are global giants. This helps explain why massive global furniture makers use many Danish designs, including their Swedish neighbours IKEA.

Ole Jørgensen, son of legendary furniture designer Erik Jørgensen, will be part of a team that will include heavyweights like Arne Jacobson and Georg Jensen.

Entitled the "Danish Way of Living", the six-week exhibition is free, open to the public and runs from November 1st to December 15th at the former Storyeum at 142 Water Street in the heart of Gastown . The Trade Counsel of Denmark, in collaboration with Pamela Groberman Media and Public Relations of Vancouver, is mounting the exhibition.

What sets Denmark's \$3.2 billion annual furniture industry apart from its competitors is its ability to incorporate its own style and traditions into its designs, including the Danish way of life. Throughout the 20th century it has become a fundamental principle for Danish designers to emphasize user need and functionality and as a result, the use of design-driven "green" products, wherever possible, has become part of the industry's very fabric.

In short, design is an inseparable part of daily life in Denmark. "Danes are born with designer genes it seems," says Poul E D Kristensen, Denmark Ambassador to Canada. "We are a design nation. Everything that is produced in Denmark has a high level of design and good quality. It is why we are a world leader in design".

Ole Jørgensen says, "We don't think design, we feel design. Quality and design is our twin driving force. We design for functionality and endurance and we look 30 years down the road when we set out to design".

"The global industry is very competitive and the Danish philosophy is about creativity and simplicity of function. We have to create something that will endure," he says. Erik Jørgensen's work can be seen and experienced in such prominent locations as the famed Museum of Modern Art in New York City and the New York Times lobby which features a truly original seesaw bench.

The Danish furniture industry is impressive for a tiny country and draws its strength largely from boutique producers. Jørgensen's company sells about \$22 million of product annually. It is the Danish genius for design that is closely watched by its competitors.

Furniture production and exports are significant on the global market, says the Association of Danish Furniture Industries (ADFI). It points out that more than four fifths of the production is exported, making it the country's sixth-largest export industry.

According to Eurostat data, the Danish furniture industry comprises around 1,300 companies with over 90 per cent of them employing less than 50 employees. Totally, it employs around 26,000 workers.

The Vancouver Danish Way of Living exhibition will feature designs from the classical to ultra-modern. Common to them all is the endeavor to become an enriching part of the user's daily life through high functionality.

Visitors will get to view many works including: Republic of Fritz Hansen, Midform, Erik Jørgensen, DanSign, D-ZN, Clauser, Rosendahl, Georg Jensen, Verpan, fermliving, ege carpets, 1:6 Design and architect 3XN.

Please also visit [www.danishwayofliving.com](http://www.danishwayofliving.com)

**For interview opportunities, more information about Danish Way of Living and high-resolution press ready images contact:**

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