

# SCANDI NAVIAN DESIGN BEYOND THE MYTH

PRESS RELEASE AND INVITATION

23TH OF SEPTEMBER 2004

## **Scandinavian Design Beyond the Myth**

- 50 years of design from the Nordic countries.

### **Simple Scandinavian design – pure myth or reality?**

This exhibition will open the 9th of October 2004 to the public at The Museum of Decorative Arts in Prague.



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## **Scandinavian Design Beyond the Myth - 50 years of design from the Nordic countries**

### **Simple Scandinavian design – pure myth or reality?**

**Scandinavian design has been a great source of inspiration and admiration ever since the first design exhibition, Design in Scandinavia, toured the United States and Canada in 1954 through 1957. Scandinavian design has been associated with simplicity, streamlined elegance and pure, distilled form. But what is truth and what is myth? In a new and exciting exhibition, Scandinavian experts examine the question.**

### **Opening on 8th of October 2004 (Press show) at the Museum of Decorative Art in Prague**

The Nordic Council of Ministers initiated the exhibition, which will open on 8th of October (9th of October for the public) at the Museum of Decorative Art by the Minister of Education, Science and Culture of the Republic of Iceland, Mrs Katrín Gunnarsdóttir, and the Minister of Culture of the Czech Republic, Mr Pavel Dostál. The Director of the Museum of Decorative Arts in Prague, Helena Koenigsmarková, will welcome them at Rudolfinum (Alovo nábeí 12, Prague 1) 5 pm.

The title of the exhibition is Scandinavian Design Beyond the Myth, and it will present some new views on Scandinavian design. Perhaps the most controversial point will be discussion on the myths and stereotypical concepts surrounding Scandinavian design. It is time for these concepts to be reassessed and relaunched – that is what this exhibition is all about. The young designers of today are more sophisticated and aware of the worldwide designfield, and will not allow nationalism and regionalism to influence them. The exhibition deals with questions such as: will Scandinavian design remain uniquely Scandinavian in a future that is becoming ever more global, with enormous flow of information?

### **Philosophical exhibition concept**

The new exhibition will display the diversity of design that has created and reinforced the image of Scandinavian design from the 1950s to the present. Several Scandinavian design gurus will be represented with a selection of their works. In search of a fresh point of departure for the contemporary section of the show, the exhibition was inspired by the author and philosopher Italo Calvino. His Six Memos for the Next Millennium - Lightness, Quickness, Exactitude, Visibility, Multiplicity and Consistency form the basis of a new exhibition approach. **"Through Calvino's categorization, the future of design becomes more exciting and modern. We are also abandoning the traditional country-by-country method that has so often been fostered by mystique and bias," says Prof. Dr.philos Widar Halén, curator of the exhibition.** The exhibition is also about design in a wider context and in a world in which we have become more mobile, communicative, and inspired by other cultural expressions. In the past 15 years, Scandinavian design has moved into new areas on the international stage, including music, video and fashion.

### **European tour**

The exhibition opened in Berlin in November 2003 and will tour eleven countries during the next three years. The exhibition was shown in Milan at La Triennale during the Milan International Furniture Fair 2004. After Prague the tour continues to Budapest, Glasgow, Riga, Copenhagen, Gothenburg, New York and Oslo, where the tour will end in June 2006.



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## Pictures and information

For more information and press photos on the Scandinavian Design Beyond the Myth exhibition, please see the exhibition website: [www.scandesign.org](http://www.scandesign.org). A virtual exhibition has been created on the website to enable visitors to view additional information and to allow more people to visit. All photos may be used in the press. Please quote your source.

## PRESS INVITATION TO SCANDINAVIA!

### Design map of Scandinavia:

### Do you want to visit Scandinavia and find out more about Scandinavian design?

If you're interested in visiting a Nordic capital; Copenhagen in Denmark, Helsinki in Finland, Reykjavik in Iceland, Oslo in Norway or Stockholm in Sweden, to learn more about Scandinavian design and handicrafts, you can apply now to [ted@hesselboms.se](mailto:ted@hesselboms.se). We'll help you arrange flights and accommodation as well as a specially tailored programme for each city.

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This exhibition is organized in the frame of Design Days in Prague - **Designblok 04** (5. – 10. 2004). On Saturday October 9, 2004, is the exhibition open until 10 p.m. A design legend, the Czech made bus RT0706 designed by Otakar Diblík, will run during the weekend of October 9 – 10, 2004 on special „scandinavian“ bus line, connecting two places – the exhibition Scandinavian Design Beyond the Myth in the Museum of Decorative Arts in Prague (17. listopadu 2, Praha 1) and Designblok Superstudio (Voctárova st, Liben Island, Prague 8). Scandibus is operated by Scandium. Leaving every 30 minutes, Sat – Sun 10 – 20.00.



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