

## COPENHAGEN DESIGN WEEK'11

By Danish Design Centre

1 - 6 september 2011  
copenhagendesignweek.com

THINK  
HUMAN

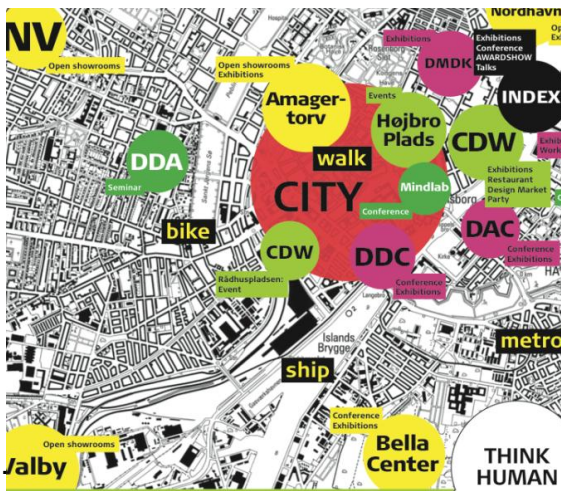
BUT

THINK  
DESIGN

# Copenhagen Design Week 2011

The 2nd international Copenhagen Design Week is to be held in Copenhagen from September 1-6 2011. With the theme *"Think Human"*, Copenhagen Design Week and Danish design will differentiate themselves from other design nations and design weeks.

It is our pleasure to invite American architects and interior designers to join us on a special tour with discounted travel arrangements and exclusive special events!



Think design, but think human.  
Think architecture, but think human.  
Think society challenges, but think human.  
Think better life, but think human.

The Think Human theme binds all activities in Copenhagen Design Week 2011 together. Think Human stresses that Danish design and design knowledge goes deeper in a world in need of change. A visit to Copenhagen during Copenhagen Design Week is much more than seeing new designs and participating in exciting events.

### Benefits for AIA and IIDA members

Our aim is to give American architects and interior designers the best possible design experience and learning opportunities at a favorable price.

- No participation fee;
- Discounted flight and hotel when signing up;
- CES / CEU Learning Units for seminars, conferences and special events (incl. HSW and SD); and
- Access to exclusive events and visits in Copenhagen, organized by the Consulate General of Denmark in New York

## Reflects the DNA of Danish design and the humanistic traditions

The programme demonstrates how design can solve both local and global societal challenges. The Think Human-theme reflects the DNA of Danish design, where the humanistic tradition takes Danish design to a higher level. Design is incorporated in relation to the individual human, the society and the whole world. From furniture, interiors and architecture to sustainability, user-driven innovation, design processes, materials, production methods, etc.

## From 'design to improve life' to urban challenges

Copenhagen Design Week brings together all the activities from the world's largest design award, INDEX:, to Danish Design Centre, Copenhagen Fashion Summit, Designmuseum Denmark, Danish Architecture Centre, etc.

## Centre by the harbour with exhibitions, morning talks and recreative, ambient zones

A natural starting point for Copenhagen Design Week's many events is Kvæsthusmolen (by The Royal Danish Playhouse) down by the harbour. The area has recreative zones with lounge and music, which attracts both the copenhageners and tourists. This will be the centre for the main part of Copenhagen Design Week's exhibitions. INDEX: Design to improve life will also exhibit here.

## Experience Copenhagen at the same

**time** Copenhagen has just been named "Europe's coolest green city" by The Ecologist, and during Copenhagen Design Week there will be lots of activities around the city.

E.g. open showrooms, conferences, talks, walks and events. The scenic city and beautiful harbour will be buzzing with design events, open showrooms, exhibitions, talks, walks and great architecture. Many of the events take place in the open and within comfortable distance – by foot, cycling, by harbour bus, metro or taxi.

The Opera



Copenhagen Design Week 2011 starts on Thursday September 1<sup>st</sup> with official opening at Danish Design Centre on Friday September 2<sup>nd</sup> at 4pm with the attendance of HRH Crown Prince Frederik, Lord Mayor of Copenhagen, and Managing Director, Danish Design Centre.

## FACTS

WHAT: Copenhagen Design Week  
WHEN: September 1-6, 2011  
WHERE: Copenhagen, Denmark, Europe  
WHO'S COMING: Architects, specifiers, retail buyers, opinion makers and journalists from all over the world.

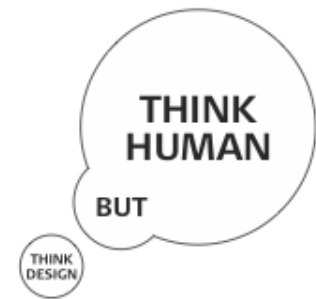
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# Highlights

## 1-6 September 2011



### INDEX - Kongens Nytorv



### INDEX: Design to improve life

Exhibition at Kvæsthusmolen (by the Playhouse)  
Award ceremony with 1,000 guests at The Opera, e.g. the international jury, HRH Crown Prince Frederik of Denmark and HRH Crown Princess Mary.

- Seminar
- Design Dinner, etc.

### The Play House



### Copenhagen Design Week

Think Human-exhibitions, installations, talks and zones:

- Think Stories, Corporate Social Innovation cases
- Think Twice, exhibition by the schools of design and architecture
- Think Design Embassy, meet 10 new markets
- The Ten Commandments, exhibition by IKEA
- The Danish Design Prize 2010/2011, exhibition
- Still Light, exhibition
- Blackbox Urban Movies
- Morning Talks with international speakers
- Urban Lounge

### The Opera



### Special Events American Architects

- **CES / CEU credits available**

BIG Projects, Light Lab, Sustainable Demo House, Guided Tour: New Copenhagen Architecture and Design (boat & walk), Furniture Production Facility, Gala Dinner and much more!

Arranged by the Consulate General of Denmark, New York

### Danish Design Centre



### Danish Design Centre

Official opening reception Friday 2nd September at 4pm.  
International conferences, exhibitions and workshops, e.g.: "Challenge Society: Design. Business. Future. Vol. 2", international conference highlighting the use of design solutions in both the private and public sectors to help solve future societal challenges. Speakers are leading international profiles with unique knowledge of and experience in innovation, design thinking and sustainable design in companies and in the public sector.

+ "Design to improve life is good business", international conference

+ "Denmark by design", exhibition, etc.

### Danish Architecture Centre



### Danish Architecture Centre

"Q&A: Urban Questions – Copenhagen Answers", exhibition exploring the different aspects of this distinctive Danish model of sustainable urban development. Explore questions and answers about how a liveable city is created. Copenhagen is a good example of how architects and urban planners together with the public, investors and politicians insist on responding to some of the problems with increasing population, waste and welfare facing the world's cities today.

### Co-Creation Lab



### Conference and seminars

"Public Design", 2-day conference by MindLab  
"Co-Creation Lab for Innovation for Future Markets", workshop and conference by Co-Creation Lab, Danish Design Association and Copenhagen Business School  
Danish Centre for Design Research, seminar

### Design Museum Denmark



### Design Museum Denmark

"Danish Design – I like it", exhibition by Jasper Morrison  
New standing exhibition with former INDEX: nominees and winners  
"Peter Jensen's Muses", exhibition with the Danish/International fashion designer Peter Jensen  
Standing exhibitions about Danish design

### Schools of Architecture and Design



### Schools of Architecture, Design and Conservation

Exhibitions and projects from Danish schools of design and architecture  
+ Workshops  
+ Exhibition by Snøhetta architects (Norway)

### Showroom



### Commercial activities

Trade fairs, events, product launches and "meet the designer" in open showrooms all over town.

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### WANT TO KNOW MORE?

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