

Royalty to open Danish Showroom for Design, Architecture, Consumer Goods

As part of the World Design Capital 2014, Her Royal Highness, Crown Princess Mary of Denmark and the Minister of Trade and Development Cooperation, Mogens Jensen will be in Cape Town to open the Embassy of Denmark's 'Danish Showroom for Design, Architecture and Consumer Goods' on 3 November 2014.



Historical to modern

Functionality is the pillar of Danish design. Together with simplicity and a striving for the highest quality, Danish design often reflects the beauty and calmness of a country that has been continuously voted the happiest in the world.

The backdrop of the Danish exhibition is Youngblood, a once-industrial warehouse in the centre of Cape Town, renovated to reflect the move from historical to modern. As such, it provides a fitting framework for displaying the innovative design products and architectural expertise, for which Denmark has become famous.

This exhibition seeks to cement ties between Denmark and South Africa, the foundations of which were laid during Denmark's support to the democratic transition in South Africa. The exhibition is not only about exhibiting products, but also aims to expand collaboration between the two countries.

Entry to the showroom is free and open to the public on 4 November from noon to 5pm, on 5 November from 12:30 - 4:30pm and on 6 November from noon until 3pm.

Exhibitors

- Aarhus School of Architecture - considered one of the foremost architectural universities in the world is looking to expand and collaborate with the wealth of South African talent
- BY:G is a vibrant architectural, engineering and design studio specialises in the combination of classic Nordic styles and influences from others
- Cult, the drinks company is looking to expand its market with the alcoholic, non-alcoholic and energy drinks
- Ege Carpets, one of the world's largest manufacturers of custom-made carpets with that famous Danish flare and functionality
- Jacob Jensen Design, famous for its functional kitchen appliances, consumer goods and jewellery, is looking for South African partners and visualises a collaborative design-training studio in South Africa.
- Lindberg, well known for its eyewear
- Naga has emerged with one of the most innovative noticeboard concepts for home, office and even school use. The magnetic boards are made from glass, they can be written on and come in various colours
- Natures Collection makes skins, leather and wool products into stylish interior décor
- Pandora jewellery
- VIA School of Creative Industries is looking forward to create exchange programmes for young talented South Africans