FOR IMMEDIATE RELEASE
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Danish Modern: Design for Living
February 1 – April 27, 2014
Gallery 241, McNeal Hall

Opening Party: Friday, January 31, 6-8pm
Panel Discussion: Thursday, March 6, 6pm

Danish Modern is being rediscovered by consumers who appreciate the design values that are hallmarks of this style: utility, beauty, craftsmanship, and attention to the inherent qualities of materials.

Danish Modern: Design For Living illustrates a design success story that continues today. This distinctive style seamlessly combined elements of early 20th century Modernism with Danish values for nature and handcraft associated with the earlier Arts and Crafts movement. Its distinctly Danish aesthetic was rooted in the country’s centuries-old woodworking traditions. After World War II, America became a major market for these designs, attracted by the unornamented curvilinear shapes and moderate scale of Danish Modern furniture.

Organized by the Museum of Danish America in Elk Horn, Iowa, this exhibition features beautiful furniture designs by Arne Jacobsen, Hans Wegner, Finn Juhl, Jens Risom, Helge Sibast, and Søren Georg Jensen, plus Dansk housewares, toys, lighting, and decorative ceramics by Bjørn Wiinblad. A variety of sources loaned objects for this exhibition, including the Goldstein Museum of Design, Minneapolis Institute of Arts, the Danish American Center, and private collectors.
Designing the Beautifully Useful: A Panel Discussion on Scandinavian Modern Design
Thursday, March 6, 2014, 6pm
33 McNeal Hall

Panel members will examine the intersection of design and ethnic identity as it relates to the popular Scandinavian Modern furniture and household products that were widely available between the end of World War II and the 1970s. Centuries-old woodworking traditions and other craft traditions in Denmark, Norway, and Sweden, as well as international art and design movements, will be considered as possible influences.

Panelists:
- Laurann Gilbertson, Chief Curator, Vesterheim Norwegian-American Museum, Decorah, IA
- Curt Pederson, Curator, American Swedish Institute, Minneapolis, MN
- Tova Brandt, Albert Ravenholt Curator of Danish-American Culture, Museum of Danish America, Elk Horn, IA

Moderator: Curt Lund, UMN MFA candidate in Graphic Design and Museum Studies
Panel co-sponsored by the Museum of Danish America.

Sponsors of this exhibition at GMD: Rockler Companies, Inc., Blu Dot, Danish Teak Classics, David Salmela, FAIA, and David Johnson and Dan Avchen.

General Information
The Goldstein Museum of Design (GMD), part of the University of Minnesota’s College of Design, supports design teaching, research, and discovery through exhibitions, publications, programs, and partnerships.

Location
Gallery 241 is on the second floor of McNeal Hall, 1985 Buford Ave., St. Paul, MN 55108

McNeal Gallery Hours
Tuesday-Friday 10:00am-5:00pm
Weekend 1:30pm-4:30pm
FREE admission. Closed Mondays and all University holidays.
Parking
Parking is in Gortner Ramp at 1395 Gortner Avenue and the lot at the end of Buford Circle. Bicycle racks are available by the west entrance to McNeal Hall.

Accessibility
Metered handicapped parking is available in front of the Lower Buford Circle entrance. Handicapped parking is also available on Upper Buford Circle at the north end of the building.

An automatic door is located just around the corner from the metered handicapped parking at the back of the building. Visitor drop-off/pick-up is available at the accessible Buford Avenue entrance and the first entrance on the Lower Buford Circle.

Public Transit
For bus information, call (612) 373-3333 or visit http://www1.umn.edu/pts/bus/connectors.html or http://www.metrotransit.org/

Support for this exhibition and programs provided by the Goldstein Museum of Design, the College of Design, and generous individuals. In addition GMD programming is made possible in part by a grant provided by the Minnesota State Arts Board through an appropriation by the Minnesota State Legislature from the Minnesota arts and cultural heritage fund with money from the vote of the people of Minnesota on November 4, 2008, and a grant from the National Endowment for the Arts.