

FACTS // CABINETMAKERS' AUTUMN EXHIBITION 2008

TIME AND PLACE:

Rundetaarn 22 November 2008 – 4 January 2009

Open daily 10:00-17:00

mid October - mid March Observatory

Tuesday and Wednesday 19-22

Closed 24/12, 25/12 og 1/1

www.rundetaarn.dk

CONCEPT:

FIFTY FIFTY is the title of this year's exhibition, which goes back to the roots and demands an equal distribution of responsibility, involvement and dialogue between manufacturer and designer. This principle is executed through a draw where no one knows beforehand who their partner is going to be. This "blind date" approach has led to unpredictable constellations of people who have never worked together before, and who have therefore been forced to view, address and approach things from new angles.

THE COUPLES ON THE DANCE FLOOR:

Ditte Hammerstrøm & Haslev Møbelsnedkeri A/S

Rud Thygesen & Trip Trap Denmark A/S

Christina Strand & Magnus Olesen A/S

Hannes Stephensen & Jørgen Christensen A/S

Dorte Mandrup Arkitekter & Erik Jørgensen Møbelfabrik A/S

Thomas Bentzen & FBJ Inventar-snedkeren

Søren Ulrik Petersen & Kjeldtoft møbelsnedkeri

Søren Ulrik Petersen, Hanne Vedel & Kjeldtoft møbelsnedkeri

Christian Flindt & Teis Dich Abrahamsen

Claus Bjerre & Brødrene Andersen Møbelsnedkeri A/S

Hans Sandgren Jakobsen & Brødrene Andersen Møbelsnedkeri A/S

Niels Jørgen Haugesen & HAY

Sebastian Holmbäck & Källemo AB

Jeremy Walton & Københavns Møbelsnedkeri Aps

Karen Kjærsgaard & JM Rør A/S

Lise & Hans Isbrand & Engelbrechts AS

Carlo Volf & Aksel Kjersgaard A/S

Niels Hvass & Magnus Olesen A/S

Andreas Lund & Illums Bolighus

Sussi Osmark & Kjeldtoft møbelsnedkeri

Aleksej Iskos & P.J. Furniture A/S

Heidi Okton & Aksel Kjersgaard A/S
Torben Skov & Teknologisk Institut
Thomas Alken & PP Møbler
Mia Gammelgaard & Jacob Garde Smedje
Komplot, Nola Industrier & Teknologisk Institut
Jeremy Walton & PP Møbler
Erling Christoffersen & PP Møbler
Niels Gammelgaard & Onecollection a/s
Steen Dueholm Sehested, Johny Larsen Snedkerier A/S & Garde Hvalsø
Lovorika Banovic & Kvist Industries
Cecilie Manz & Bent Krogh Furniture A/S
Troels Grum-Schwensen & Duba-B8

SELECTED QUOTES FROM A SURVEY OF DESIGNERS AND

MANUFACTURERS:

DESIGNERS:

Dorte Mandrup: "FIFTY/FIFTY reflects a natural approach, which requires a dedicated manufacturer, but which also lets both partners have their say and create a common platform for the ongoing process. It has been incredibly inspiring and pleasant, with far more openness than we are used to from building projects. Obviously, this ping-pong approach requires frequent interactions and is therefore more time-consuming. On the other hand, we might achieve a higher degree of mutual understanding due to the ongoing exchanges and compromises."

Heidi Okton: "FIFTY FIFTY is an excellent exhibition concept, because the heart of the association, the collaboration, is put to the front. This is exactly what we need. More collaboration. More knowledge across, among and within can only strengthen the association in relation to the outside world. Understandably, there may be a tendency to pick familiar partners, so the random aspect of the draw definitely brings fresh blood to the association."

Lovorica Ibanovic: "The fixed conditions of the process have made me feel safe and reassured, and the collaboration with a dedicated manufacturer has enhanced my creativity"

Ditte Hammerstrøm: "To be assigned one particular company early in the process has had considerable impact on the outcome, because it makes it possible to design the project especially for and in collaboration with that company."

Sebastian Holmbäck: "Setting up a partnership with one particular manufacturer is a good and constructive idea. It is essential that the manufacturer becomes an active partner, not 'just' a contractor. This also gives cause to reflect about the direction that SE, the

Cabinetmakers' Autumn Exhibition is headed in today, and how we might continue to develop the association to maintain a strong relationship to the times we live in. It is vital to ensure that there is room for dynamism and to be prepared to give up dogmatic ideas about what is customary, and how things used to be done."

Niels Gammelgaard: "When I heard that we were to be allocated a manufacturer through a draw, I thought, 'What a gamble,' but then I remembered what my mentor Kaj Fisker told me: 'I have often been given the worst construction sites, slanting north, but nevertheless this is where I made my best buildings'".

Andreas Lund: "I loved the idea of being set up with a manufacturer. That is exactly what SE, The Cabinetmakers' Autumn Exhibition is about. Unlike art, design is linked with and dependent on industry. No industry – no design. In this way, SE becomes a unique art project. And with a proper balance between fixed conditions and free reins, creativity becomes more manageable. In my case, I went through a long and arduous process, because my ideas are often best suited for the contract market. Here, I had to design a piece of furniture for Illums Bolighus, which is squarely focused on the private market. That blew many of my ideas right out of the water, but it was intensely challenging and a great learning experience."

MANUFACTURERS:

Trip Trap: "We were fortunate enough to be set up with a designer who has a relatively long track record in this game, so our contributions to the design process were limited. Our main role, then, is to produce the prototype and to assess whether and how the product might be put into serial production. At the next stage, it is our responsibility to assess the commercial potential of the product."

Illums Bolighus: "As a joint manufacturer and retailer, we are able to provide a more commercial angle to design. We understand customer needs and demand, so we will invariably push the design in a more functional direction. We view the designer as a creative person with the aesthetic view of the product. The designer should be given free reins to work, and as the manufacturer, we should give the designer lots of latitude. Subsequently, the design has to be adjusted to match production conditions and knowledge about the customers' needs."

Collection Källemo: "The manufacturer has more experience with the market and the end-user and a thorough understanding of materials and potential sub-contractors. At Källemo, we work with some 80 sub-contractors concerning practically every conceivable material, and we are no strangers to advanced materials and techniques."

Inventarsnedkeren: "Although the designer already has a network, our network lets us add even more knowledge about aspects like quality and work processes. The partnership

enables us to explore and examine the full range of possibilities with regard to use, quality, materials etc.”

Engelbrechts: “As a manufacturer, hopefully, we can provide a creative synergy effect in the form of dialogue about ideas and solutions and an understanding of market conditions, product strategy, production methods, pricing etc. The fixed set-up has challenged us more than we usually are, which we view as a positive experience.”