

PRESS RELEASE

"THE CABINETMAKERS' AUTUMN EXHIBITION 2010 - Whiteout"

Ordrupgaard, Charlottenlund, 29 October 2010 - 23 January 2011

Tokyo April 2011

White is the new black in the Cabinetmakers' Autumn Exhibition 2010, where the theme "Whiteout" refers both to the colour white and to the weather phenomenon, where snow, fog or haze reduces visibility. But the Cabinetmakers' Autumn Exhibition promises a clear outlook and 38 white chairs measuring 80 x 80 x 120 cm. Again this year, the association's members and the guest exhibitors have unfolded their playful side and developed 38 innovative prototypes condensed from a sea of snow-white concepts, technical challenges and painstaking detailing.

As always with the Cabinetmakers' Autumn Exhibition, the association's furniture manufacturers team up with the association's designers to create experimenting furniture in a non-commercial forum - with the goal of setting innovation free and working from a non-profit-oriented agenda. In the Cabinetmakers' Autumn Exhibition ANYTHING is possible. We are proud to be able to present some 40 crisp, innovative and adventurous furniture pieces every year that lead the industry down new paths that may or may not point to a way for commercial exploration.

In a historical reference to one of the finest proponents of Københavns Snedkerlaug (the Copenhagen Cabinetmakers' Guild) Finn Juhl, this year's exhibition is held at Ordrupgaard, where Finn Juhl's home has now been converted into a museum as an example of the level of craftsmanship and quality of design that the Cabinetmakers' Autumn Exhibition strives for and seeks to preserve. This partnership with Ordrupgaard brings the story full circle - in white.

Visit "Whiteout" with the top names in Danish furniture design at Ordrupgaard from 29 October through 23 January 2011, after which time the exhibition travels to Tokyo.