

PRESS RELEASE

SE, THE CABINETMAKERS' AUTUMN EXHIBITION 2008

FIFTY FIFTY – a complete idea

Equal parts designer and manufacturer. Equal parts design and know-how. Equal parts tradition and renewal. Equal parts responsibility and distribution of tasks. FIFTY FIFTY makes one complete and original idea.

When SE, the Cabinetmakers' Autumn Exhibition presents its new concept FIFTY FIFTY at Rundetaarn on 21 November 2008 at 17:00, we are striking a new note in an otherwise classic ensemble. Familiar designers and manufacturers have been challenged through new constellations, created by a random draw. "The idea behind FIFTY FIFTY is to return to SE's original concept, where the responsibility is shared equally by designer and manufacturer," says the association's vice president, Klaus Brüggmann. "We aim to focus more on the process and to let the outcome speak for itself. The collaboration is scheduled to last six months to enable an extensive work process and the achievement of synergy through the combination of the designer's creative universe and the manufacturer's understanding and know-how concerning commercial conditions and materials."

Thus, the FIFTY FIFTY concept has created new partnerships and stripped designers and manufacturers of old habits, and this has resulted in a range of innovative and progressive pieces of furniture. In a survey of designers and manufacturers, 90% express a positive view of SE's "blind date" concept. Designer Aleksej Iskos says, "It was almost like winning a trip to the Ivory Coast. Sure, I've have heard about it, but where is it exactly, what does it look like, and how do you manage once you're there? Working with an entirely new manufacturer, someone who's very different from one's usual partners, is like travelling to an unfamiliar country – an exciting learning experience." And asked whether the fixed

conditions enhanced the designers' creativity, Iskos points out, "Fixed conditions are always challenging – whether it's traffic rules, prison bars, marriage or a fixed assignment. It isn't always easy, but it's bound to be an experience, and you always learn something along the way."

In other words, the concept is popular with the participants, and the number of participating manufacturers is the biggest for any SE exhibition. Something happens when people sign up for equal load-sharing, equal levels of dedication and equal shares of responsibility to implement the idea in practice.

A comment from PP Møbler, which teamed up with designer Thomas: "If you want to challenge form and materials and go where no one has gone before, it's nice to be able to meet at the starting point and take it from there, one step at a time." Manufacturer Aksel Kjersgaard A/S, which takes part in SE for the first time, also has a positive view of the forced partnership: "The best products are created when designer and manufacturer challenge each other. It's never a waste of time to work with a designer who is passionate about his work." This year, SE presents 33 innovative pieces of furniture in wood, steel, rubber and wickerwork, all conceived, developed and expressed through new constellations of designers and manufactures. You can look forward to a real treat!

- SE, The Cabinetmakers' Autumn Exhibition was first launched in 1981. It is an association of currently 68 furniture manufactures, architects and designers, who use The Cabinetmakers' Autumn Exhibition as a laboratory for innovative furniture.
- This year's exhibition features 31 designers and 28 manufacturers. 5 of the manufacturers present more than one project each, and 2 designers present 2 projects each. 33 new furniture are shown on Fifty/fifty
- As a new service this year, press photos of the exhibits are released subject to agreement by phone with Karin Carlander from Monday 27 October.

- For additional information and press photos, please contact Karin Carlander: T +45 4585 2090, M +45 2988 1418 or se@se-design.dk
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