

PRESS RELEASE

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it's a small world headed for Shanghai

How will future designers work, and how does Danish design address global issues such as sustainability, new technologies and consumption?

*The Chinese audience can now explore some answers to these questions when the international travelling exhibition **it's a small world** lands in Shanghai to open on 7 June.*

The exhibition was first presented at the Danish Design Centre during the Copenhagen Design Week and now visits the Nordic Lighthouse in connection with World Expo 2010 until 10 July.

The official exhibition opening takes place on 28 June. On this occasion, Denmark is represented by HRH Crown Prince Frederik and Minister of Economic and Business Affairs Brian Mikkelsen, among others.

The theme of EXPO 2010, "Better City, Better Life", emphasises urban development. The pressure on our cities is growing, and that poses a range of new major economic, social, environmental and health-related challenges in relation to key aspects such as sustainability and quality of life. The issues addressed by **it's a small world**, are directly related to the key theme of EXPO 2010, and the exhibition presents some of the mechanisms that can help generate significant change.

After the Shanghai showing the exhibition travels to Brazil, where the exhibition will be one of the main attractions at the Brazilian Design Biennial. The exhibition opens on 14 September and is on display until 31 October 2010 in the city of Curitiba. The biennial has the following themes: Design, Innovation and Sustainability and expects some 250,000 visitors.

Next, **it's a small world** continues to Santiago, Chile, where it is a part of the 4th Design Biennial / Design Chile. For one month, starting 25 November, the exhibition will be at Mapocho Train Station in Santiago, a 100-year-old former train station that has been converted into a culture centre.

During the next six months, the exposure of Denmark as a society with a creative and politically conscious design environment will be in focus world-wide, as this travelling exhibition tours the world.

"Denmark should help promote a global development that is based on welfare and quality of life, as we know it from the Danish model. Here, welfare means solutions that consider growth and individual consumption in combination with sustainability and social responsibility. With the travelling exhibition **it's a small world** we hope to demonstrate to the world how new Danish design, craft and architecture can contribute to the global debate on sustainability," says Christian Scherfig, managing director of the Danish Design Centre.

it's a small world was developed in a partnership involving the Danish Design Centre, Danish Crafts and the Danish Architecture Centre at the initiative of the Danish Ministry of Economic and Business Affairs and the Danish Ministry of Culture.

it's a
small
world

The exhibition was curated by:

Danish Design Centre, architect/designer mdd Tina Midtgaard (project manager)

Danish Crafts, architect Karen Kjærgaard

Danish Architecture Centre, architect maa Kjersti Wikstrøm

www.itsasmallworld.dk

Photos and logo can be downloaded from www.itsasmallworld.dk

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