

CORCORAN

GALLERY OF ART • COLLEGE of ART+DESIGN

FOR IMMEDIATE RELEASE

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THE CORCORAN GALLERY OF ART AND COLLEGE OF ART + DESIGN PRESENT
ORIGIN TO ICON: EXPLORING DANISH DESIGN
December 11–20, 2010

WASHINGTON, D.C. – On December 11, 2010 the Corcoran Gallery of Art and College of Art + Design will premier *Origin to Icon: Exploring Danish Design*, an investigation into the relationship between inspiration and design solutions in Gallery 31, the College’s free gallery space. In conjunction with the exhibition, graduate students from the Corcoran College of Art + Design and the Danish Design School will present **Creative Christmas: 50 Years of Iconic Danish Design**, a unique installation at the Embassy of Denmark with a special viewing open to the public on December 9, 2010 from 1 to 5 p.m. The installation will be unveiled at two private events the evening of December 7 and 8.

ABOUT THE EXHIBITION

Origin to Icon: Exploring Danish Design investigates the relationship between inspiration and design solution. Iconic Danish works are exhibited alongside the elements for which they are named. This relationship, highlighting simple lines and a clean aesthetic, foregrounds the Scandinavian approach to design popularized in the 1950s and 1960s and which is still evident today. From the smallest utensil to the largest building, Danish design is known for celebrating the elements of beauty, functionality, nature and simplicity, united to form a singular design solution. The works on display, created by Denmark’s most renowned designers, help to tell the unique and important story of Danish design.

“In this exhibition, I think Corcoran students bridged the gap between countries and cultures to provide a really interesting view of



this important period in Danish design, which had such an impact worldwide,” said Catherine Armour, Dean of Graduate Students and Director of Graduate Design Programs at the Corcoran College of Art + Design.

Danish design was thrust into the spotlight after World War II, bringing with it a new approach to everyday life. More than describing a Scandinavian discipline or a national identity, Danish design became popular throughout the world and influenced the future of design in related disciplines. Illustrating the importance of Danish design in the context of Danish culture and abroad, this exhibition highlights iconic Danish designers and some of their best known and most experimental works.

The opening reception for *Origin to Icon: Exploring Danish Design* will be held on **Thursday, December 16, 2010, 6–8 p.m.**, in the Corcoran’s Gallery 31.

ABOUT CREATIVE CHRISTMAS

To celebrate the 50th anniversary of the Embassy of Denmark, the installation Creative Christmas: 50 Years of Iconic Danish Design will showcase 50 creative interpretations of Denmark’s most renowned iconographic designs.



Classic 1950s and 1960s Danish modern design serves as inspiration in creating an unforgettable experience that embodies both the spirit of Christmas and Danish design culture. Through a contemporary vision, a series of 50 trees were designed using fiber, glass, metal, plastic, and wood materials. Based upon the inspired works of Danish architectures and product, furniture, textile, and graphic designers, each creative tree is abstracted in shape and tells the story of Danish design through a uniquely iconic reinterpreted Christmas tree.

On **Thursday, December 9 from 1 to 5 p.m.**, the Embassy of Denmark (3200 Whitehaven Street, N.W., Washington, D.C. 20008) will be open to the public for a viewing of Creative Christmas. There is no handicap access.

ABOUT THE CORCORAN

The Corcoran Gallery of Art, a privately funded institution, was founded in 1869 as Washington’s first and largest nonfederal museum of art. It is known internationally for its distinguished collection of historical and modern American art as well as contemporary art, photography, European painting, sculpture and the decorative arts. Founded in 1890, the Corcoran College of Art + Design is Washington’s only four-year college of art and design offering BFA degrees in Digital Media Design, Fine Art, Fine Art Photography, Graphic Design, Interior Design, and Photojournalism; a B.A. in Art Studies; a five-year Bachelor of Fine Arts/ Master of Arts in Teaching (BFA/MAT); and MA degrees in Art and the Book, Art Education, Exhibition Design, Interior Design and the

Smithsonian-Corcoran History of Decorative Arts. The College's Continuing Education program offers part-time credit and non-credit classes for children and adults and draws more than 2,500 participants each year.

ABOUT GALLERY 31

Gallery 31 is the Corcoran's dedicated exhibition space for the Corcoran College of Art + Design. The space hosts exhibitions by the Corcoran's faculty, students, alumni, visiting artists, and annual senior thesis exhibitions. The name was selected by the students, referring to the area's previous designation as "Room 31" in original Corcoran plans. Located at the New York Avenue entrance of the Corcoran, Gallery 31 is open during Gallery hours and is free to the public.

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