

16th September 2010

PRESS RELEASE**Designers show how sustainability means more
- not less**www.ddc.dk

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The **SHOWHOW** exhibition explores a movement in design dealing with universal problems in a personal, human way. It is the move towards substance, community, relationships and ethical engagement.

SHOWHOW will take place in Dray Walk Galley at Tent London, Dray Walk, London E1 6QL, from September 23-26th 2010.

There's a myth about sustainability – that it's all limitation, restriction and no fun. You're not allowed to have long, hot showers, you have to turn off the heating and put on another sweater, stop using the car and skip foreign holidays. But is sustainability really about having less? Couldn't it be about doing more?

Rather than a series of limitations, sustainability can open opportunities for designers, companies and everyone else; and this is the message behind the **SHOWHOW** exhibition.

Visitors to the **SHOWHOW** exhibition will be invited to explore the latest trends in sustainable Danish design in a 'hands-on' and personal way. The exhibition presents 10 Danish companies and 2 graduate projects and comes alive through participation.

"With **SHOWHOW**, the Danish Design Centre wants to demonstrate that Danish companies are on their toes when it comes to innovation, choice of material and design. Today, design is central to all industries and sustainable design is more frequently used as a strategic and innovative tool to create competitive products and solutions", says Christian Scherfig, CEO, Danish Design Centre.

Event participants in SHOWHOW include:AQsep www.aqsep.dkBiomega www.biomega.dkFritz Hansen www.fritzhanzen.comJulian Kyhl www.juliankyhl.dkNovozymes www.ondeabrewing.comNovozymes www.elementaltextiles.comOficina Kreativa www.oficinakreativa.comPeter Klint www.peterklint.dkUnique www.unique-products.dkWe:Do:Wood www.wedowood.dkJustyna Piotrowicz (Graduate. Project: "Luminaire") <http://justynapiotrowicz.blogspot.com/>Sophie Alexandrine Kjærgaard (Graduate. Project "Speakers chair".) www.sophiealexandrine.com

SHOWHOW structure

The designers of the SHOWHOW structure literally 'walk the sustainability talk' by repurposing old floorboards into a candy-coloured playground for Danish sustainable design.

The exhibition has travelled the world, and it is now open for anybody, companies, students, designers, and design lovers in general, to present their best ideas of how to repurpose the structure. The best suggestion, chosen by the curator, will win the structure and be able to take it home after the London Design Festival, Monday 27th.

Deadline for suggestions is Saturday September 25th at 12 am. The winner will be announced on the website same day at 8 pm.

Please don't hesitate to post suggestions on www.showhow.dk!

SHOWHOW is developed by the Danish Design Centre in collaboration with the Danish Ministry of Culture.

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The team behind the SHOWHOW exhibition is:

Danish Design Centre

Curator / Frederikke Aagaard

Communication / Iben Højer Hansen

In cooperation with

Exhibition architecture / WEM3

Graphic Art Direction / Propel

Copywriting / Mark Stevens

www.showhow.dk

Please see photos at our Flickr account: <http://www.showhow.dk/pictures/>