

Press Release October 2, 2007

## **INDEX: Exhibition Goes on Tour**

**After a well attended show in Copenhagen, on Friday the INDEX: AWARD EXHIBITION opens in Korea as part of the Gwangju Design Biennale.**

438.000 people saw the recent INDEX: AWARD EXHIBITION 2007 in Copenhagen, featuring the top nominated designs for INDEX: AWARD, the world's biggest design award. Now, an estimated 400 000 more will see it in Korea at the Gwangju Design Biennale, which opens on Friday.



### **Increased International Interest**

"From day one, it has been our goal for the exhibition to tour the world, and therefore we were glad to accept the invitation from such an important design event," says INDEX: CEO Kigge Hvid. She believes the invitation is a signal of increased international interest for the INDEX: AWARD EXHIBITION, which was shipped to Korea 36 short hours after closing in Denmark.

### **Important Asian Exposure**

In Copenhagen 438 000 people saw the exhibition, and Soon-In Lee, General Director of the Gwangju Biennale Foundation, estimates that about 400.000 people will see it in Korea.

"It is very important for INDEX: to be visible in Asia, especially with the region's thriving design and innovation scenes in mind," says Kigge Hvid and adds that Korea hopefully will be the first stop on a longer tour for INDEX: AWARD EXHIBITION, as other venues across the world are currently being negotiated.

### **About Gwangju Design Biennale**

Between October 5 & November 3, 2007, the Gwangju Biennale Foundation will host the 2007 Gwangju Design Biennale that features a conference, seminars and two exhibitions.

The main exhibition of the biennale is divided in the five exhibition zones "Life", "Identity", "Green", "Technology" and "Human", the last of which the INDEX: AWARD EXHIBITION will be part of.

The design biennale is a spin off to the prestigious Gwangju Biennale, an exhibition of international contemporary art, which was established in 1995. The participants will range from world-renowned designers, companies and young designers, who strive to elevate the quality of living through design.

For more information, please contact INDEX: Communication Officer Thomas Jensen at +45 20 10 59 24 or [tj@indexaward.dk](mailto:tj@indexaward.dk).

High resolution images of INDEX: AWARD EXHIBITION are available for download at [www.indexaward.dk/press](http://www.indexaward.dk/press) under "Images".

### **HRH The Crown Prince of Denmark is patron of INDEX: 2007**

**Award Exhibition Partner** – the Confederation of Danish Industries (DI) **Main Partners** – The Danish Ministry of Economic and Business Affairs, The City of Copenhagen, The Capital Region of Denmark, Georg Jensen A/S, Illums Bolighus, Royal Copenhagen A/S. **Foundations** – The Tuborg Foundation, Nordea Danmark-fonden, JL-Fondet, Politiken-Fonden, The European Social Fund, The Oticon Foundation, TrygFonden. **Supply Partners** – Damgaard-Jensen A/S, The Square Hotel Copenhagen, Dansikring A/S, Seelite A/S, Vink AS, Politiken, Montana, Fritz Hansen A/S, Bilsby A/S.