

Press release 22 May 2017

Danish designer Margrethe Odgaard's rich world of colours on display at Design Museum from 9 June to 27 August 2017



Danish designer Margrethe Odgaard is the winner of the Torsten and Wanja Söderberg Prize of 2016. This is the second occasion that Design Museum is the prize winner to hold an exhibition in Helsinki. Opening in early June, this exhibition displays examples of Odgaard's textile and material design with its basis in the strong use of colour.

Margrethe Odgaard's (born 1978) creative output extends to various areas of design, such as furniture, textile and colour design. Characteristic features of her work are craftsmanship, the strong use of colour and an artistic lyricism. The exhibition includes Odgaard's work in furniture, and textiles and a large number of experiments with colours and materials revealing to viewers her philosophy of design and research and its wide scope.

Odgaard has solid faith in simple design extending beyond trends and regards the design process to be just as important as its results. *'In design, things must be allowed to evolve at their own pace. Listening, laughing and dancing, and sharing ideas are important,'* Odgaard describes the starting points of her own work. Margrethe Odgaard lives and works in Copenhagen and she has collaborated with many leading Nordic design agencies, such as Georg Jensen Damask, Muuto, Ikea, Hay and Skagerak.

The Torsten and Wanja Söderberg Prize was instituted in 1994 in Sweden. Its background organisation is the Torsten and Ragnar Söderberg Foundation, one of Sweden's five leading patrons of science and research. Worth SEK 1,000,000, the Torsten and Wanja Söderberg Prize is the largest of its kind in the world. The prize

exhibition was held at the Röhss Museum in Gothenburg from 5 November 2016 to 19 February 2017.

In association with: Avotakka magazine, Skagerak and the Bond Design Agency.

Margrethe Odgaard will be available for meetings with the media on Thursday and Friday 8 –9 June.

Requests for interviews, further information and visual materials:

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Margethe Odgaard's webpages:

<http://margretheodgaard.com/>

Design Museum, opening hours

Summer season 1 June – 31 August:

Mon.– Sun. 11 a.m. to 6 p.m.

Address:

Korkeavuorenkatu 23, 00130 Helsinki

Tickets:

€10/€8/€5/€0

www.designmuseum.fi

Illustration: Morocco, Margrethe Odgaard's colour journal