

the Residency

Studioilse residency at The Apartment – press release

Starting August 2014, Studioilse led by Ilse Crawford moves into the design gallery The Apartment in Copenhagen for three months. To achieve the ambition of a residency, Studioilse will create a homely atmosphere through design, people, kitchen suppers and lively discussions.

Ilse Crawford believes that good design supports human life and behaviour – be it a neighbourhood, a building, a room, a piece of furniture or a small object. The work of Studioilse puts this mindset into practice, designing places and things that work for people on all levels. With this in mind the studio will inhabit Tina Seidenfaden Busck's design gallery The Apartment in Copenhagen, filling it with life as well as furniture.

“Too much design today is showcased or exhibited rather than experienced or used. What attracts us to The Apartment setting is that this is a real apartment in a residential building and hence a setting where the furniture and objects all make perfect sense. We wouldn't do something like this in a gallery where the pieces are put on pedestals. We would like to see the rooms in use. In Tina we have found the perfect partner to explore our philosophy further.” Ilse Crawford

“The Apartment shares Studioilse's fascination with the dynamics of a home, creating interiors that are aesthetic but also very much human. I look forward to seeing the rooms at The Apartment take on a new life through Ilse Crawford's unique ability to combine design, textures and carefully chosen objects to create a feeling of home.” Tina Seidenfaden Busck

Two new Studioilse designs will be debuted: The Ilse Sofa, made by George Smith, and The Brass Cabinet, made by Jack Trench. Studioilse's furniture collections for De La Espada and the Ilse collection for Georg Jensen will also be included. Studioilse will mastermind the creative direction of The Apartment to bring these pieces to life in a realistic domestic setting that encourages their use.

To achieve the ambition of a residency, Studioilse will create a homely atmosphere through design, people, kitchen suppers and lively discussions. As food brings people together and furniture to life, The Apartment will host gifted, young chef Frederik Bille Brahe of Atelier September for a series of kitchen suppers. The idea is to encourage discussion – among friends, strangers, experts and curious casual observers. We want to host democratic discussions about life – how to make it better, what is changing, what needs to change and what needs to remain the same.

“In the end it's all about life.” Le Corbusier

The Studioilse residency at The Apartment will run from Thursday 21st August until Sunday 2nd November.

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Ilse Crawford is a designer, academic and creative director with a simple mission to put human needs and desires at the centre of all that she does. As founder of Studioilse, together with her multi-disciplinary, London-based team, she brings her philosophy to life. This means creating environments where humans feel comfortable; public spaces that make people feel at home and homes that are habitable and make sense for the people who live in them. It means designing furniture and products that support and enhance human behavior and actions in everyday life. It means restoring the human balance in brands and businesses that have lost their way. As founder of the department of Man and Wellbeing at the Design Academy Eindhoven, her mission extends to nurturing a new generation of students to always question why and how their work improves the reality of life.

www.studioilse.com

The Apartment is a design gallery located in an 18th century apartment in Copenhagen. Founder Tina Seidenfaden Busck, formerly with Sotheby's for more than ten years, has designed the space to look like a private home from which you can bring home everything from the art on the walls to the carefully curated furniture, lighting and textiles. Specialized in European 1930's-1960's vintage design and lighting, The Apartment also represents contemporary international designers. Tina Seidenfaden Busck offers individually designed interiors, implementing contemporary design, rare vintage pieces and art in residential and commercial spaces.

www.theapartment.dk

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