



**PRESS RELEASE – November 2011**

## **Architect and designer, professor Knud Holscher receives Danish Design Council's annual award 2011**

**Anders Byriel, chairman of the Danish Design Council, presented the annual award 2011 to professor Knud Holscher at a reception in the assembly hall at Kunsthal Charlottenborg (Kunsthal Charlottenborg is one of the largest and most beautiful spaces for contemporary art in Europe, presenting an ambitious programme of exhibitions and events with a strong international focus )in Copenhagen on Thursday, 17th. November.**

**Beginning in 1980, the prize has been awarded a designer, company director or firm that through his or her activities has made a vital contribution to the design environment in our region.**

In the reasoning behind the award, the chairman of the Danish Design Council, Anders Byriel states, "The award is presented to the last of the giants or dinosaurs, who experienced and became part of the international and Scandinavian modernism of the 50s and 60s, and who has further developed and refined his form language so that it still, in 2011, remains logically and aesthetically relevant and persuasive.

The Danish Design Council's annual award 2011 goes to Knud Holscher, who has been of deciding importance in industrial design in our part of the world and who has been instrumental in creating the relatively new concept of the designer or the industrial designer as an independent profession."

***The jury was comprised of:***

Anders Byriel, chairman  
Christian Bjørn  
Per Boelskifte  
Bodil Busk Laursen  
Eskild Hansen  
Mads Nørgaard  
Jørgen Rosted  
Thomas Schødt Rasmussen

Should there be any further questions please contact CEO Frederik Petersen, on e mail [fpe@dline.com](mailto:fpe@dline.com) or phone +45 7217 0118

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