



**FOR IMMEDIATE RELEASE**

**DANISH DESIGNERS UNITE IN NEW YORK CITY**

**-- SKAGEN DESIGNS TO PARTNER WITH OLAFUR ELIASSON EXHIBIT  
AT THE MOMA --**

**March 10, 2008 -- New York, New York** – Skagen Designs, known for sophisticated timepieces inspired by the landscape and lifestyle of Skagen, Denmark, is pleased to announce their sponsorship of the upcoming exhibit *Olafur Eliasson: Take Your Time*, at New York’s Museum of Modern Art and P.S.1 Contemporary Art Center, April 20 – June 30, 2008. With a company grounded in the simple and natural aesthetic of the Danish landscape, Charlotte and Henrik Jorst, creators of Skagen, are fans of Eliasson’s work, as he, too, hails from Denmark and finds much of his inspiration from his native surroundings.

“Skagen is delighted and honored to support Olafur Eliasson,” explains Charlotte Jorst, “a renowned artist from our beloved Denmark, the most famous living Danish-born artist, whose interpretations of nature’s elements so strongly align with the Skagen brand.”

Eliasson, born in Denmark and raised in Denmark and Iceland trained at Copenhagen’s Royal Danish Academy of Arts, where he was influenced by California’s Light and Space movement. Drawing from public and private collections worldwide, his upcoming exhibition will include 34 works that explore Eliasson’s diverse range from 1991 to the present, including six new works created specifically for The Museum of Modern Art and P.S.1 Contemporary Art Center.

Eliasson’s large-scale immersive pieces are natural phenomena (light, water, ice, fog, stone and moss) taken out of context and redeployed in large-scale, highly sensory environments that explore the intersection of nature, science and human perception. His installations, sculptures and photographs elegantly recreate the extremes of landscape and atmosphere in his home country and reinterpret them for the viewer. Similarly, Skagen illustrates the purity and natural beauty of Denmark into wearable art, their signature timepieces and accessories, recognized throughout the world.

“My wife and I have always been inspired by the landscape of our native country and continuously incorporate these signature elements into our own designs,” commented Henrik Jorst, co-owner with wife Charlotte. “To see the same source of inspiration come through the modern art and design in the *Take Your Time* exhibition is very exciting for the Danish community and beyond,” he continued.

**About Skagen**

On the northern-most peninsula of Denmark where the North and Baltic seas merge, the picturesque beaches of Skagen offer respite from the commotion and complexity of modern life. It is no wonder countless artists have made their pilgrimage here to capture the stark, elemental beauty of the sea, the light, the air and the sand. The small village on the edge of the sea continues to be the inspiration for all Skagen Denmark products.

Nearly two decades ago, Copenhagen émigrés Henrik and Charlotte Jorst founded Skagen Designs on the same aesthetic ideals that inspired those artists. Skagen produces everyday works of art that prize simplicity over embellishment and harmony over extravagance. Merging natural, high quality materials with clean, uncomplicated composition, Skagen epitomizes the beauty of Danish Design.

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