

FOR IMMEDIATE RELEASE

The influence of Scandinavian design in Canada revealed in *True Nordic*



Media are invited to an exhibition preview of *True Nordic: How Scandinavia Influenced Design in Canada* on **Thursday, October 26, 2017, 9:00 am** at the Vancouver Art Gallery. Please RSVP to Justin Mah (jmah@vanartgallery.bc.ca). Other fall exhibitions will be previewed on this day.*

October 2, 2017, Vancouver, BC – On view **October 28, 2017 to January 28, 2018**, the Vancouver Art Gallery is pleased to present *True Nordic: How Scandinavia Influenced Design in Canada/Nordique: L'Influence du design scandinave au Canada*.

The exhibition, which features more than one hundred prototypes, designer originals, and limited edition and mass-produced wares designed and fabricated across the country, highlights the lasting legacy of Scandinavian design on the development of Canadian culture and design practices. Spanning more than seven decades, *True Nordic* reveals how Scandinavian design was introduced in Canada and how its aesthetics and material forms were adopted, changed and transformed since the 1930s.

“*True Nordic* presents an exceptional opportunity to celebrate Canadian designers and artists and highlight their important contribution to both national and global visual culture and design, fostering new and dynamic understandings of the world that we live in,” says Kathleen S. Bartels, Director of the Vancouver Art Gallery.

Canadians first became aware of Scandinavian design through travelling exhibitions and designer showrooms, as well as articles and advertisements in popular magazines. Admiring its understated and pragmatic ethos, Canadian designers began to emulate the material and formal qualities of Scandinavian design in goods created for the marketplace, gradually introducing local audiences to the notion of “fitness of purpose” and a modern and functional aesthetic that privileged natural

materials, simplicity of shape and expressive imagery. The result was a new national design language that continues to influence artisans working today.

Designers featured in *True Nordic* will include: Niels Bendtsen, Bocci, Karen Bulow, Kjeld and Erica Deichmann, Thor Hansen, Andrew Jones, Janis Kravis, molo, Carl Poul Petersen, Rudolph Renzius and Marion Smith, among many others.

True Nordic is organized by the Gardiner Museum, Toronto and curated by Rachel Gotlieb and Michael Prokopow.

This project is supported by the Museum Assistance Program at Canadian Heritage/Ce projet est appuyé dans le cadre du Programme d'aide aux musées de Patrimoine canadien.

Exhibition-Related Public Programs

Curator's Tour: Rachel Gotlieb

When: Saturday, October 28, 3:00 pm

Where: Vancouver Art Gallery, 3rd Floor

Tour *True Nordic* with exhibition co-curator Dr. Rachel Gotlieb.

Gotlieb is a ceramic, craft, and design historian who has curated over twenty exhibitions and published extensively on the subject. She is the 2017 Theodore Randall International Chair in Art and Design at Alfred University. Gotlieb is also Adjunct Curator at the Gardiner Museum in Toronto. She was previously the Gardiner's Chief Curator and Interim Executive Director. She served as the founding curator of the Design Exchange in Toronto.

***Also opening this month at the Vancouver Art Gallery:**

Gordon Smith: The Black Paintings (October 21, 2017 – February 4, 2018)

Portrait of the Artist: An Exhibition from the Royal Collection (October 28, 2017 – February 4, 2018)

Carol Sawyer: The Natalie Brettschneider Archive (October 28, 2017 – February 4, 2018)

Image:

Lars Dressler and Jason Dressler, Brothers Dressler, *Branches Chandelier*, 2009, white oak, Courtesy of Brothers Dressler.

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IMAGES ARE AVAILABLE UPON REQUEST

MEDIA CONTACT

Justin Mah, Communications Specialist

jmah@vanartgallery.bc.ca, Direct: 604-662-4722

About the Vancouver Art Gallery

Founded in 1931, the Vancouver Art Gallery is recognized as one of North America's most respected and innovative visual arts institutions. The Gallery's ground-breaking exhibitions, extensive public programs, and emphasis on advancing scholarship focus on historical and contemporary art from British Columbia and around the world. Special attention is paid to the accomplishments of Indigenous artists, as well as to the arts of the Asia Pacific region—through the Institute of Asian Art

that the Gallery founded in 2014. The Gallery's programs also explore the impacts of images in the larger sphere of visual culture, design and architecture. www.vanartgallery.bc.ca

The Vancouver Art Gallery is a not-for-profit organization supported by its members, individual donors, corporate funders, foundations, the City of Vancouver, the Province of British Columbia through the BC Arts Council, and the Canada Council for the Arts.