

PRESS RELEASE

MIND YOUR BEHAVIOUR

- *How Architecture Shapes Behaviour*

The Press is invited to a Press Preview of the exhibition on Wednesday February 10 at 10am.

Kent Martinussen, CEO of the Danish Architecture Centre, will welcome visitors and introduce the exhibition.

Kim Herforth Nielsen, Principal of 3XN, and Kasper Guldager Jørgensen, Head of the Development Department, will show visitors round.

HOW CAN ARCHITECTURAL SURROUNDINGS AFFECT YOUR BEHAVIOUR?

Architecture can get people talking together. Architecture can calm children in the classroom.

Architecture can make passive people more active. Architecture can shape corporate culture.

Architecture can encourage people to find new paths, discover new aspects of their city – and of themselves. In short, architecture can shape your behaviour.

MIND YOUR BEHAVIOUR opens February 12 at the Danish Architecture Centre. It will be on display until May 13 2010.

Close Up: 3XN – MIND YOUR BEHAVIOUR is financed by Realdania and supported by E. Pihl & Søn, Ltd., HS Hansen, Skandinaviska Glassystem, Middelfart Sparekasse, The Danish Arts Foundation and The Ministry of Culture.

MIND YOUR BEHAVIOUR invites you to step in behind the scenes at one of the largest and most successful architectural companies in Denmark, 3XN, known for prestigious projects such as: Ørestad College, the new Denmark's Aquarium, 'The Blue Planet', Saxo Bank's award-winning head offices and the Danish Embassy in Berlin.

The exhibition is based on 3XN's most recent and remarkable projects, and provides an insight into the thoughts, visions and processes that lie behind 3XN's architecture. 3XN has carved out a unique position for itself within Danish architecture and is a strong presence internationally – thanks to the studio's spectacular buildings, a firm focus on innovation and not least the important position given to human behaviour.

MIND YOUR BEHAVIOUR focuses on and challenges the concept of behaviour as expressed in seven themes directly associated with the design universe of its architectural practice. These themes of 'Cultural Behaviour', 'Learning Behaviour', 'Human Behaviour', 'Social Behaviour', 'Public Behaviour', 'Building Behaviour', and 'Responsible Behaviour', place focus on that which happens when architecture shapes behaviour and indeed when architecture through its own behaviour shapes our lives and relationships.

More information at www.dac.dk/presse

"Our objective is to give the audience a direct, sensual experience of how architecture affect the way we experience things and interact with each other. At the same time, MIND YOUR BEHAVIOUR initiates the public into the thoughts and processes that lie behind i 3XNs architecture", says Kim Herforth Nielsen, Principal of 3XN.

The sensual experience of architecture is provided by a number of large architectural sculptures on a 1:1 scale. Abstract sections of 3XNs buildings up to four meters high give the public a direct impression of how architecture affects the way we move and what direction we choose to move in.

Close Up - a platform for dialogue

MIND YOUR BEHAVIOUR is the second event in DAC's series of debates and exhibitions, 'Close Up'. The first event was the very successful exhibition YES IS MORE – BIG Bjarke Ingels Group.

"There's a very good reason why we chose to zoom in on 3XN in this next Close Up exhibition. 3XNs very distinctive buildings have given them a unique position here in Denmark and abroad – a position which they have achieved not just by concentrating on the human element, but also by venturing out into research and development cutting across professional and trade interests. This has enabled them to create a new kind of architecture that lives up to the global call for sustainable buildings and urban environments coupled with high artistic merit", comments Kent Martinussen, CEO of the Danish Architecture Centre.

In connection with the exhibition, MIND YOUR BEHAVIOUR, the Danish Architecture Centre is staging a number of lectures, debates and events for various branches of industry that focus on the professionalization of the building trade and new patterns of cooperation. There is also the children's workshop, 'Mind Me Moving'. Keep an eye on the activities at www.dac.dk

This exhibition is part of the Danish Architecture Centre's 'Close Up' series, focusing on new trends in Danish urbanization and construction. The 'Close Up' series is financed by Realdania and sponsored by different partners in the building industry.

Close Up: 3XN

MIND YOUR BEHAVIOUR – How Architecture Shapes Behaviour

Danish Architecture Centre, Strandgade 27B, DK-1401 Copenhagen K, Denmark

Open every day 10-17, Wednesdays 10-21 (free entry 17-21)

www.dac.dk

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