

Denmark in Arts 2017-2020

Denmark in the Arts works to bring together Danish and American artists, curators, museums, innovation hubs, creative businesses and cities. The overall focus is to develop the arts and create platforms for partnerships and networks. *Denmark in the Arts* also works to contribute to conversations on continued development of our societies and urban spaces towards sustainable environments that shape our future.

We are fortunate to live in a time where artistic approaches can contribute to innovative solutions. Artists, architects, designers, engineers, developers and city officials work together to solve problems or challenge existing structures – with the aim to build a better future. *Denmark in Arts* reflects this approach to arts and culture. We consider arts and culture as entities that co-exist, co-develop and co-create with society.

Our end goal is to strengthen the dialogue between Denmark and the US by creating new platforms for exchange, new markets and new opportunities for artists, cultural institutions and businesses.

Denmark is a nation that rests on solid values, reflected in the way we have built our society: Equal access to welfare, strong commitment to our communities, respect for the individual, respect for nature, highest regard for the freedom of speech, for religious freedom, sexual orientation and artistic expression. And an appreciation of an aesthetics of simplicity.

These values permeate our thinking and the way we as Danes construct and design our society, it is even recognizable in the way we build organizations as horizontal structures that are transparent, non-hierarchical and flexible in order to adjust to the continued development of a global community.

Denmark might be a small nation. But easily recognizable as frontrunner in areas that hold our values high: Welfare and sustainable living, innovative design thinking and bold artistic expression. We consider ourselves global – but are also proud to put a Danish stamp on our endeavors.

Exchange and dialogue in the arts between Denmark and the US is not confined to the designers' studios or the galleries of the avantgarde. It is a vibrant exchange of ideas and expressions. On digital platforms, in medias, in every artform, in cultural institutions and on street level. Artist to artist, curator to curator, business to business. Our present-day ways of communicating and working globally have transformed and expanded the artistic dialogue and cultural exchange between our countries into a highway of possibilities and resources. This is the solid foundation that *#Denmark in the Arts* rests upon.

Denmark in the Arts is initiated by four federal institutions in Denmark: The Danish Ministry of Foreign Affairs and The Danish Ministry of Industry, Business and Financial Affairs, The Danish Ministry of Culture and The Danish Arts Foundation. They all cooperate with Danish partners in each sector.

6 destinations in the US have been chosen, where *Denmark in Arts* will take place:

- **Los Angeles, Seattle** on the West Coast
- **Detroit, Chicago** in the Midwest
- **Austin, Houston** in Texas

With American and Danish partners on both individual, institutional and city level networks and projects are being developed: Museum exhibitions, conferences on sustainable living, partnerships between architectural firms and city government, residencies for visual artists, performances, tours of musicians and performing artists, collaboration on media platforms etc. *Denmark in the Arts* is still being developed and continues to attract interest and bring in new partners in both Denmark and the US.

Looking beyond the program and the 2020 goal, it is the ambition of the Danish partners to create incentives for a continued Danish-American partnership building – not only in arts and culture, but in bilateral agreements between cities, in business models for new markets in the creative economy, in new projects for sustainable solutions.