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TO IMPROVE
LIFE



THE ROYAL DANISH CONSULATE GENERAL IN GUANGZHOU AND INDEX: DESIGN TO IMPROVE LIFE ARE PLEASED TO INVITE YOU TO ATTEND THE OFFICIAL OPENING OF THE INDEX:AWARD EXHIBITION IN GUANGZHOU.

Wednesday, 27th October 2010, 6 pm
Redtory, No128, Yuancun Si Heng Lu,
Tianhe District, Guangzhou
(entry of Linjiang Avenue, Zhujiang New Town)
廣州市天河區員村四橫路128號紅專廠
(臨江大道入口，美林海岸西側)



INDEX: is a Danish-based non-profit organization working globally to promote design that has the capacity to improve the lives of people worldwide. INDEX: is widely recognized for its international biennial design award, the INDEX:Award, the largest monetary design prize in the world. More than 1500 initial entries from all over the world have been put forward for the INDEX:Award so far. The exhibition represents the work of 25 finalists for the INDEX:Award from 2005 to 2009, showcasing how design offers environmental, social and economically sustainable tools to make the world a safer and better place for people.

Together with manufacturers, designers nowadays use their abilities to take on bigger tasks than just making pretty and attractive objects. They approach design from a fresh perspective, in which the form, impact and context of design is used to add value to the end product being manufactured.

At the opening ceremony, INDEX: CEO Kigge Hvid will provide you with an understanding of how the complex idea of design can be made tangible, and what potential the use of design offers.

The INDEX:Award Exhibition will be opened by Consul-General
Thomas Højlund Christensen.

Please RSVP to confirm your participation no later than Friday October 26th
to Project Coordinator Nanna Bergmann: nanna.bergmann@gmail.com / 13651945045

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