

Danish Design Centre at **SXSW 2016**

12. January 2016

This year, the Danish Design Centre participates in the grand SXSW Interactive conference in Austin, Texas, where over 100,000 attendees and businesses gather in mid-March to experience, discuss and influence new trends in tech, creative and – not least – design. Among other things Danish Design Centre will be organizing a panel discussion under the title “Discovering the Nordic Design DNA.”

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SXSW – which is an acronym for the full title of the

conference, South By Southwest – has grown to be one of the world's biggest and most influential gatherings for many professionals fields where technology and derivative tendencies set the agenda. This includes design.

Participants from all over the world come together around a smorgasbord of talks, debates, product demos and much, much more, and that adds up to thousands of events during the 6 days the conferences takes. Danish Design Centre takes part in SXSW for the first time this year and, with a small delegation, among other things, will host a panel discussion under the title “Discovering the Nordic Design DNA” that takes its point of departure in a recent blog post from the Danish Design Centre CEO Christian Bason. The panel, which will be moderated by Christian Bason, will include a hand-picked group of leading nordic design-driven speakers including Another CPH and Hello Group.

Moreover, the Danish Design Centre will also actively take part in the rest of the conference and will relay highlights and insights as well as gather cutting-edge inspiration for the coming work back in Denmark. The mission is to create connections between Danish design-driven businesses and the conference audience and of course add a Danish design perspective to many of the international technology-discussions.

The Danish Design Delegation, which in addition to [Christian Bason](#) also consists of [Peter Kamph](#), [Julie Hjort](#) and [Christian Villum](#), continue to be open for further offers of collaboration and meetings: Suggestions for activities are welcome – regardless of whether you're on the participant list yourself – by reaching out to Christian Villum by email cvi@ddc.dk.

Learn more about SXSW på sxsw.com/interactive, [Nordic Light House](#) and collaborator [Swedish Affair](#).



We need to rediscover the
Nordic design DNA

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