

CONCEPT OF THE BOOK:

In its structure, it has to be similar to the book that the Danish Embassy in London made for the AJ exhibition in Cambridge earlier this year – Boyut has a copy of the booklet (light blue front page).

1): foreword by Finn Hunneche. The cooperation between Novo (Novo Nordisk) and Arne Jacobsen. Their cooperation has been long and fruitful. Photos of the work. Please ask Finn if the editor may call him in order to get first hand information and have it arranged. Finn is not to make the text etc. – the editor is. (3-4 pages).

2): the exhibition in PROJE4L. Idea, concept etc. (3-4 pages).

3): the story about AJ – from birth to death. Text to be developed by the editor/printer – I assume he will make chronological order – but it is up to him. Main focus on AJ's architectural work Text, drawings, models and photos. (10-12 pages)

4): the story about AJ and the producers (20 pages). Text, photos and drawings of the work between AJ and the different producers:

Stelton 3-5 pages

Louis Poulsen 3-5 pages

Fritz Hansen 3-5 pages

DJOB 2 pages

Carl F 2 pages

Georg Jensen 2 pages

Vola 2 pages

The book must not be an advertisement for the producers, i.e. it is a sort of advertisement, but entering from the back door. The text etc. must be developed in a professional and culturally correct manner.

The order of the above is not important and just meant as inspiration. No of pages is not so important for me, but it must be presenting AJ in a professional and nice looking way.