

Subject: AJ

Date: Monday, April 22, 2002 6:04 PM

From: Søren Sønderstrup <ss@danishculture.dk>

To: "director@proje4l.org" <director@proje4l.org>, "associate@proje4l.org" <associate@proje4l.org>

Cc: "dtcistanbul@dtcistanbul.org.tr" <dtcistanbul@dtcistanbul.org.tr>

Dear Vasif and associate

I have just been on the phone with Birgit Flügge from DDC, Peter Clausen from the Danish consulate in Istanbul and your associate. I think your project looks very promising and I am sure that as soon as we have the necessary verifications all the preconditions for a huge succes are in place.

One prerequisite for this succes though, is - as you know - the extent to which we are able to convince Birgit Flügge at DDC (the owner of the copyringt) that you and your collegues beyond doubt master the art of adapting the digital exhibition material to the kinds of media that you are planning to print on.

I also spoke to Mr. Thomas Rosenstand at the company Billedservice A/S who initially was in charge of printing the exhibition onto the performeur system that we use for the travelling displays. His view is that as long as you stick to the original format, size, and layout of the exhibition it will be no problem for you to print it onto another kind of media. He offered his assistance in case you should be interested. There's a chance that Peter Clausen from the Danish Consulate while he's in Denmark may have time to meet with mr. Rosenstand.

Upon approval from Birgit Flügge, the digital material shall be sent to you by IKS (alternatively brought to you by Peter Clausen). It comes on 3-4 or 5 CD-roms.

I suggest that you write a postal letter to Birgit Flügge confirming once more that you intend to stick to the original layout, format and size of the exhibition - only using a different kind of media (explain in details). With the letter you should attach copies of the manual (that I sent you last week) with indications of the exact locations where you intend to replace the original texts with the Turkish translations. Also, include in the letter fotos of the media (geniximaging - i have a copy of their folder here in Denmark - I can send it to Birgit Flügge, if you want me to).

One of the problems that could arise in the process of adapting the digital material to the new media is the fact that the existing digital material comes in 156 seperate files (8 wall units of 3 x 4 panels). Comprising those 156 files onto 8 wall prints each combining 12 files (this is how I understood you intend to go about it) could prove difficult. Maybe you should consider printing each file onto a seperate panel (i.e. 156 different panels) like in the original version. I must underscore though that I am certainly not an expert on the Illustrator program and that I therefore have to leave this decision up to you.

I advise you to make the letter as short and concise as possible. Make references to both me, Mr Thomas Rosenstand, and Mr Peter Clausen. State that all preperations are well under way, the fact that Novo Nordisk and the Danish manufactorers of AJ designs are finansially involved, and finally that you intend to credit DDC proper:

"Exhibition by Danish Design Centre and Danish Centre for Architecture. Presented by (sponsor,) The Royal Danish Consulate General in Istanbul, The Danish Secretariat for International Cultural Relations, and Museum of Contemporary Art in Istanbul."

I am away between April 29th and May 9th. Before and after this absence I will be happy to do the necessary negotiations. If possible, you should get the letter through this week. If not, you will have to send it directly to Birgit Flügge. After May 9th I will be able to continue the negotiations but I guess you will need the permission earlier than that. In my absence, Mr. Otto Hemming Larsen will be responsible for the exhibition. He will also be able to negotiate with Birgit Flügge. His e-mail address is ohl@danishculture.dk. Telephone: +45 33 74 49 07.

I am sure that as soon as Birgit Flügge is able to feel certain that you are capable of presenting a high quality image of DDC in Istanbul, thus adding to the center's good reputation, she will be glad to give her permission.

Finally, I wish to remind you that the following material on AJ is available on request:

* "Arne Jacobsen - Architect & Designer" (in english), by Poul Erik Tøjner and Kjeld Vindum, 140 pages, Dansk Design Center, Danish kr. 155. Order from: Dansk Design Center, E-mail sus@ddc.dk <mailto:sus@ddc.dk> - tlf.: +45 33 69 33 69.

* "Jacobsen" (in english), by Kjeld Vindum og Carsten Thau, 560 pages, Arkitektens Forlag 2001, Danish kr. 480. Order from: Arkitektens Forlag, homepage: www.arkfo.dk <http://www.arkfo.dk> - tlf.: +45 32 83 69 00.

* "Design from Denmark - Special: Tribute to Arne Jacobsen " (danish, english, german and french), by Vindum and Thau, World Pictures together with IKS, 2002, Danish kr. 25 (with the purchase of 100 vol). Order from: World Pictures, E-mail: info@worldpictures.dk <mailto:info@worldpictures.dk> - tlf.: +45 33 13 04 04

A special card for invitations is available free of charge from IKS. You can view it on our website www.danishculture.dk.

Feel free to contact me,

Best wishes for your work. I hope to see you in Turkey,

Søren Sønderstrup
Project coordinator
Danish Secretariat for International Cultural Relations
Amaliegade 38, DK-1256 Copenhagen, Denmark
Tel: +45 33 74 49 07
Fax: +45 33 74 49 02
E-mail: ss@danishculture.dk
www.danishculture.dk