



THE LAB REINVENTS FINANCIAL SERVICES

06.01.11

Scandinavian DesignLab's Anne-Mette Højland has contributed to the book, "Reinventing Financial Services", with a piece about the financial sector's loss of identity in the light of the recent crisis and the consequences of this loss for the future of the sector and the immediate effect it has on the people working in it.



WE ARE NOT A CHURCH!

16.12.10

Nikolaj Kunsthal, an innovative art centre located in the heart of Copenhagen, has chosen Scandinavian DesignLab to express its identity. Together we are creating an identity, which embraces the magic of this innovative, temporary art centre, located in a church.



GIVING A LECTURE

26.11.10

At this month's Markedsførings conference, Scandinavian DesignLab was asked to hold a lecture on how they experience their market's demands to identities have changed. At the conference, our Creative Director, Per Madsen, spoke about how design can help transform and translate a company's visionary energy into a powerful, innovative brand, and how to keep it true and alive.



SUPERBEST: CREATING A NEW SHOP EXPERIENCE

18.10.10

When SuperBest wanted to re-new the look of their stores, they naturally asked Scandinavian DesignLab to help them. Scandinavian DesignLab has further developed the award-winning visual identity to include interiors, in order to create a new standard for the food-shopping experience.



TRAPHOLT, "THE INKWELL"

13.10.10

Scandinavian DesignLab has created the identity for Cathrine Raben Davidsen's exhibition, "The inkwell" at Trapholt Museum. "The inkwell" is a tale of metamorphosis, death and perishability. The exhibition can be experienced from the 9th of September, 2010 until the 9th of January, 2011.



EU 2012 -- A PITCH WE JUST HAD TO MAKE

11.10.10

When agencies were invited to pitch for the design of the identity for the Danish EU presidency in 2012 we just had to give it a go. Our solution was what you see above -- a symbol of the need for a strong partnership between the individual nations and the European Union. Unfortunately ONE of the 71 other entries beat us -- and we had to settle for second place and a € 5,500 cash prize.

www.ddc.dk/page/2-praemie



SAME SAME BUT DIFFERENT

08.10.10

Scandinavian DesignLab won the Danish Design Prize for the 2nd time in a row on Thursday, this time for the Republique Theatre identity. Even if it's the same award we won for SuperBest 2 years ago, we think it's fair to say that it's not the same kind of solution -- which just underlines the point that corporate identity is about finding the clients' soul -- not the Agency's.

View case: Republique Theatre S2



TOMS EKSTRA -- YOU'LL BE SURPRISED!

06.09.10

Toms is introducing a new line of high-end dark chocolate -- Toms Ekstra. Toms wished to develop a packaging design, which would stand out on the shelf, convey that this is truly an extraordinary product, and yet still a product for the broad public that Toms have always targeted. You be the judge.

www.tomsekskra.dk



WENAAS TRUSTS THE LAB

01.09.10

Wenaas -- a world leader in Personal Protection Equipment and Workwear -- has signed up with Scandinavian DesignLab. Together we are aiming to build an even stronger profile to match the company's ambitious new global strategy. Watch this site for examples of a new approach to developing industrial corporate identity.



THE SUN RISES IN THE EAST

30.08.10

The Lab management has just returned from a visit to our Shanghai office. Building brands is a relatively new experience for many major Chinese corporations and an area where Danish know-how can be of great value. We expect to post news on a range of interesting projects from the Far East soon.



A SPECIAL BOOK FOR A SPECIAL OCCASION

29.08.10

Dyrberg/Kern is celebrating their 25th anniversary with the release of a unique coffee table book telling the fascinating tale of two young designers who created a worldwide brand. Yet another way of building identity.

www.dyrbergkern.com



A NEW VISUAL IDENTITY

09.07.10

During the last couple of years, we have worked on designing the entire Riemann & Co. A/S packaging line. The relationship has led Riemann to ask Scandinavian DesignLab to develop their overall visual identity, and we can't wait to get started.



CHOCOLATE WITH A HEART

06.06.10

Scandinavian DesignLab and Toms have updated the design of Denmark's most popular chocolate gift box, making it an even better way of showing someone your gratitude. Even so, the design still cannot compete with the content. So dig in!

www.toms.dk



MODELS WITH A PURPOSE

01.06.10

Scandinavian DesignLab is behind the new identity for the model agency 2pm. In the process the tag line "More than just a pretty face" was combined with a text-based design solution to reflect that 2pm is determined to help clients find the right type of model for every given task.

www.2pm.dk



ON THE COVER

27.05.10

The renowned Taschen has chosen works from the Scandinavian DesignLab project "Graphics in Fashion" (developed together with Nikoline Liv Andersen and Jacob Langvad) for the cover of their publication "Contemporary Graphic Design" - and you might see a bit more from the Lab if you flip through the pages.

www.taschen.com



READ THE LOGO BIBLE

12.05.10

We do not want to preach but if you have an interest in graphic design you should really consider getting your hands on the fifth edition of Los Logos from Gestalten Verlag. We are happy to say that you might run into a few of our works if you do.

www.gestalten.com/books



MANN GLAUBT ES JA KAUM ...

10.05.10

Our client 1:1 Architects has been nominated for the Deutsche Design Preis. We are obviously very happy for them -- and a bit proud as well. This means that we have now been nominated for what is called "Der Preis der Preise" two years in a row as we won a silver award with SuperBest last year.

www.designpreis.de



IN THE CLIO DESIGN JURY 2010

08.05.10

One of Scandinavian DesignLab's own, Creative Director Per Madsen, was appointed member of the Clío Design Jury.

www.clioawards.com



REPUBLIQUE TAKES A FEW MORE BOWS

06.04.10

The identity created for Republique Theatre continues to attract attention. Not only has it helped create awareness for the new theatre -- it has also won Gold at Creative Circle Awards as well as a Bronze at Clío Awards.

View case: Republique Theatre S2



YOUNG CREATIVE TALENT

02.04.10

One of our young guns -- Robert Daniel Nagy -- won a Young Creative Circle Award at this year's competition. Together with his partner Mads Jacob Poulsen of Goodmorning Teatouren, Robert received the award in the Design category for the project "na Tur SHIRTS". This is their second award in the competition, which they also won in 2008.

www.creativecircle.dk

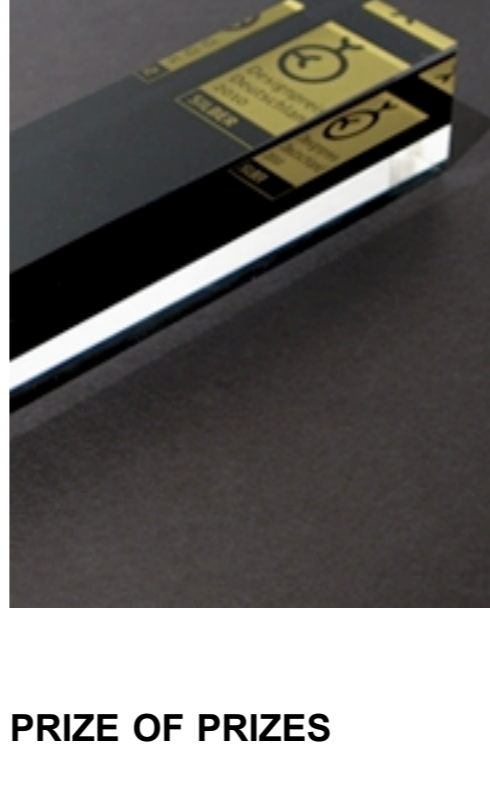


SKAKO CORPORATE IDENTITY

27.03.10

SKAKO group, consisting of the companies Skako, Couvrot and Worldlift, has been consolidated into one modern brand. A new corporate identity, which tells a clearer and more powerful SKAKO story emphasizing SKAKO values, delivering steady, reliable and strong solutions.

View case: Skako



PRIZE OF PRIZES

12.02.10

At a ceremony in Frankfurt, Germany, Scandinavian DesignLab was presented a Silver Award at the prestigious "Prize of prizes", the German Design Award. The award was given for the corporate identity for Danish supermarket chain SuperBest. The project has previously been awarded with Danish Design Award for Best Corporate Identity.

www.designpreis.de

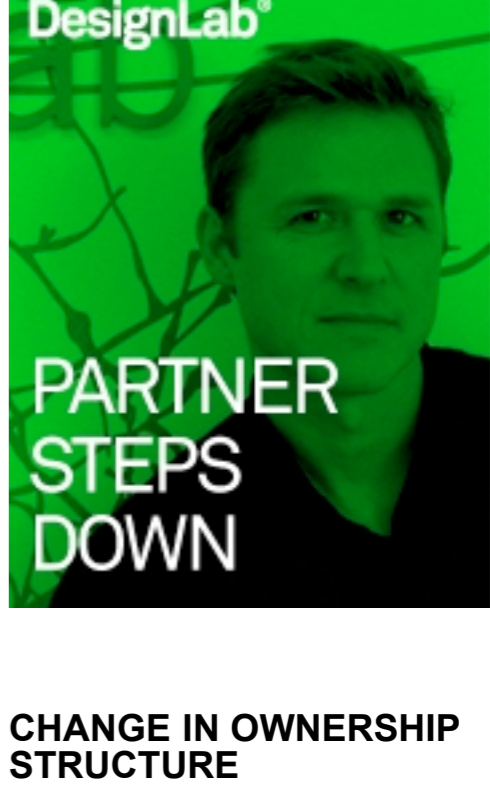


IDENTITY WINS EUROBEST AWARD

05.02.10

For the second year in a row, Scandinavian DesignLab has won a Eurobest Award, this time for the corporate identity for the Danish Architectural company, 1:1 Architects. Eurobest is the premier awards for Europe's creative advertising industry.

View case: 1:1 Architects



CHANGE IN OWNERSHIP STRUCTURE

01.02.10

After five years as Partner and Strategic Creative Director, Jesper von Wieding has decided to step down from his position at Scandinavian DesignLab. The decision, which took its effect from February 1st, 2010 has been underway for some time. Jesper von Wieding's ownership share has been acquired by Per Madsen and Anne-Mette Højland who founded Scandinavian DesignLab with



MUNTHE PLUS SIMONSEN REVITALIZED

26.11.09

As Naja Munthe will be carrying the Fashion brand, Munthe Plus Simonsen, on alone, she decided that Munthe plus Simonsen should have a more personal look with a more direct link to her as a person, which is how Scandinavian DesignLab came up with the new, highly personal, revitalized visual identity.

www.muntheplussimonsen.com



PART OF THE EUROBEST JURY

22.11.09

Scandinavian DesignLab Creative Director and founding partner Per Madsen was invited to be part of the Eurobest Design Jury.

www.eurobest.com



MAN & GOD

09.10.09

The "Man & God" exhibition that Scandinavian DesignLab is a part of is now in Korea and opening at the Gwanju Biennale.



GALLE & JESSEN REDESIGN

30.09.09

With great respect to the iconic heritage, Scandinavian DesignLab has redesigned the Galle & Jessen chocolate packaging -- bringing the design to a more simple, modern and yet classic look and feel.

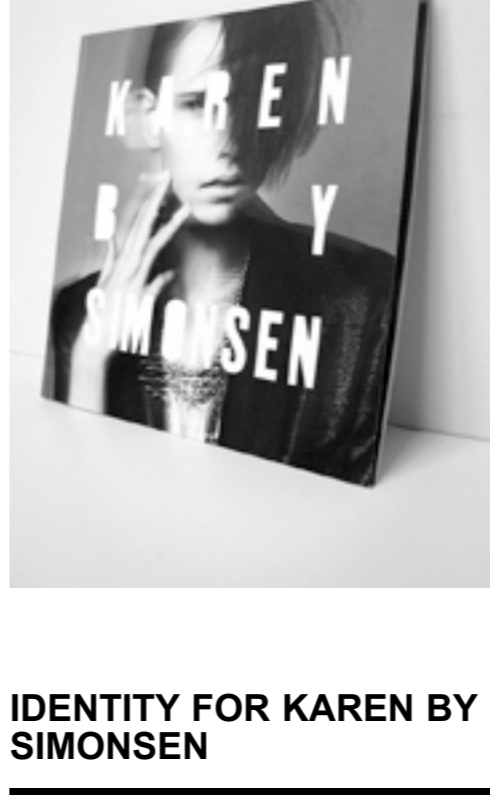


THE FREDERIKSBERG STAGE

07.07.09

When Nørrebro Theatre took over the old and well-known Rialto Theatre, Nørrebro Theatre's identity was expanded to include their new scene, Frederiksbergscenen. Consequently, different F's has been made in order to capture the atmosphere.

www.nbt.dk



IDENTITY FOR KAREN BY SIMONSEN

25.06.09

Scandinavian DesignLab has created the visual identity for Karen by Simonsen. Karen by Simonsen is the new, Danish, high-end fashion brand. The clothes are graphic, geometric and raw, hence the raw feeling of the logo, which looks almost as if cut by hand.

www.karenbysimonsen.com



NORDISK PANORAMA IDENTITY

09.06.09

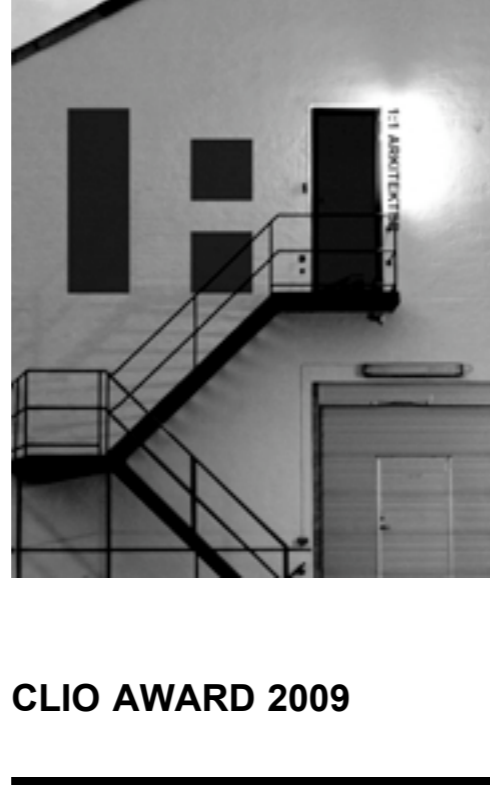
Scandinavian DesignLab has created the new identity for Nordisk Panorama, the annual short- and documentary film festival hosted by 5 different cities. The identity enhances the feeling of documentaries and short films, and the cropping of the logo improves the readability of the name and gives it a hard and simple expression.



NEW LOOKBOOK FOR ØRGREEN OPTICS

21.05.09

Scandinavian DesignLab designed the lookbook for Ørgreen's 2010 collection. The recognizable cuts of the frames and bright colours are used in the book, enhancing the spirit of Ørgreen Optics. Ørgreen is known for exclusive, handcrafted frames, eye-catching and colourful eyewear, and is represented in more than 40 countries.



CLIO AWARD 2009

15.05.09

It is with great honour and pride that we can announce Scandinavian DesignLab as winners of a Silver Clío award. Scandinavian DesignLab won for the 1:1 Architects identity. The 1:1 symbol reflects the duality in 1:1 Architects as it can be viewed both as 1:1 and an A. The Clío Awards are rewarded for creative excellence in design.

www.clioawards.com



IDENTITY FOR REPUBLIQUE

05.05.09

Copenhagen's new theatre was created as a counterpart to the Royal Danish Theater - hence the name REPUBLIQUE, which consists of Publique, the public, the audience; and Que, the question they seek to answer in REPUBLIQUE's lab. The circle symbolises the shared values in the republic, across nationality, gender and age.

View case: Republique Theatre S1



IDN 15TH ANNIVERSARY

12.04.09

Scandinavian DesignLab has been commissioned by IDN for their 15th Anniversary Edition, "What do you love?" The edition, which is IDN's biggest publication to date, features work from 250+ handpicked collaborators who share their thoughts on the past, and visions of the future for the field of design.

www.idnworld.com



DESIGN AGENCY OF THE YEAR 2009

27.03.09

Scandinavian DesignLab won "Design Agency of the Year" for the second year in a row at the 2009 Creative Circle Awards. Scandinavian DesignLab also won Bronze for the Mini Corporate Identity for artist Cathrine Raben Davidsen, Silver for the Artbook "White Ink", and Gold for the Mini Corporate Identity for 1:1 Architects.

www.creativecircle.dk



BOOK OF THE YEAR 2009

15.03.09

"White Ink", the art book Scandinavian DesignLab made for artist Cathrine Raben Davidsen, will appear at the 2009 exhibit for "The Best Bookwork of the Year". "White Ink" will travel to Frankfurt and Leipzig with the book fair, where it will be one of the books considered for the title of "The Most Beautiful Book in the World."

View case: Cathrine Raben Davidsen



DANISH SHIP FINANCE -- NEW IDENTITY

11.01.09

The revitalisation of the Danish Ship Finance identity is based on a maritime concept supporting the company values. The concept of the horizon captures the essence of the business environment - giving Danish Ship Finance a modern, trustworthy, and clear appearance.

View case: Danish Ship Finance



THE DANISH DESIGN AWARD 2009

05.01.09

Scandinavian DesignLab has been awarded the Danish Design Award for Best Corporate Identity for our work with the client SuperBest. The award was presented by His Royal Highness The Danish Ship Prince Frederik at the Danish Design Center.

View case: SuperBest