

Premier Danish Furniture Retailer dkVOGUE Reunites World-Famous Design Collection

SARASOTA, Fla., Feb. 15, 2007 -- Fourteen legendary designers were tapped by Danish manufacturer Fritz Hansen with a challenge -- *how would you reinterpret the design of the iconic Series 7 Chair?*

The Series 7 Chair is the brainchild of famous Danish designer and architect Arne Jacobsen. The chair has enjoyed acclaim for its timeless design appeal and comfort since its 1955 debut. Over six million pieces have been sold -- making the chair the most popular piece for Fritz Hansen, its manufacturer.

Parlaying the infamous design symbol, Fritz Hansen collaborated with the Danish AIDS Foundation in 2005 to coordinate a fundraising auction that challenged world-class designers by asking -- *how would the Series 7 Chair look today if you were given a free hand to design it?*

Renowned designers Birger Christensen, Bisazza, Camper, Diesel, Georg Jensen, G-Star, Hugo Boss, Hummel, Louis Vuitton, Mandarina Duck, Missoni, Kris Ruhs/10 Corso Como, Paul Smith and Royal Copenhagen responded with artistic renditions that frenzied the design world. Some of their innovation's included Camper's redesign as an idyllic swing, Royal Copenhagen's hand-painted floral arrangement with gold inlay and Paul Smith's incorporation of classic British stamps in a Union Jack pattern. The collection was touted on its exhibition tour to London, Milan, Copenhagen, New York and Tokyo before realizing its ultimate goal -- raising money for the Danish AIDS Foundation to combat HIV in Africa when auctioned at Bruun Rasmussen, one of Denmark's oldest auction houses.

This March, seven of those 14 acclaimed chairs will be reunited and unveiled to the general public for the first time since their international auction. Those seven designer chairs include Bisazza, Camper, Hummel, Georg Jensen, Hugo Boss, Paul Smith and Royal Copenhagen. The motivation behind the reunion is the *dkVOGUE Sarasota Community AIDS Network Benefit*, a collaboration between premier Danish furniture retailer, dkVOGUE, Fritz Hansen, State of the Arts Gallery and the Sarasota Community AIDS Network (CAN). In addition to the designer Series 7 Collection, the only Egg Sofa in the United States, and one of only five in the world, will be on display at the benefit. Fritz Hansen constructed the rare collector's piece to commemorate what would have been its creator -- Arne Jacobsen's 100th birthday on February 11, 2002. The original Egg Sofa was produced in 1958; exclusively for the lobby and reception areas of the SAS Royal Hotel in Copenhagen. The benefit takes place Monday, March 19 at 5:30 p.m. at dkVOGUE's downtown Sarasota, Florida showroom at 1549 State Street. All event proceeds go directly to services for HIV positive CAN patients.

"I am honored to raise funds to support the education, treatment and prevention of HIV by sharing these celebrated design interpretations of one of the true legends of Danish Modern design. This collection represents the fusion of art, design and benevolence -- something these world-class designers and Danish furniture manufacturing legend Fritz Hansen understand well," said dkVOGUE founder & CEO Kim Thybro Nielsen.

In honor of this unique event, Glenn Ludwig and Brian Bates from Fritz Hansen New York will be special event guests.

The benefit will also feature a raffle with over \$16 thousand in dkVOGUE donated prizes. Raffle tickets are \$50 and include the chance to win:

- 1 series 7 Chair with design by award-winning artist David Steiner from State of the Arts Gallery -- total valued at \$7,500
- 1 Egg Chair by Arne Jacobsen valued at \$5,722

- 4 Series 7 Chairs by Arne Jacobsen and 1 Piet Hein table -- total valued at \$3,511
- 1 Swan Chair by Arne Jacobsen valued at \$3,223
- 2 Series 7 Barstools by Arne Jacobsen valued at \$1,476
- 1 Little Friend Table by Kasper Salto valued at \$1,044
- 1 Gallery Stool by Hans Sandgren Jakobsen valued at \$525
- 1 Stelton Cylinda-Line Coffee Pot by Arne Jacobsen valued at \$399
- 1 Stelton Cylinda-Line Salad Bowl with salad utensils by Arne Jacobsen valued at \$378
- 1 Stelton Cylinda-Line Ice Bucket by Arne Jacobsen valued at \$239

Call Christy Ryle today at (941) 955-2600 to RSVP for this unique evening.

About dkVOGUE

The premier source for Danish Modern furniture, we offer award-winning Danish furnishings, lighting and accessories. Our extensive collection includes only world-famous Danish-designed pieces by icons such as Hans Wegner, Arne Jacobsen, Poul Kjaerholm, Nanna Ditzel, Finn Juhl and Fritz Hansen. We have the largest Danish-only showroom in the US with a diverse selection of Danish furnishings guaranteed to retain their timeless beauty and comfort for generations. Visit www.dkVOGUE.com to learn more.

About the Sarasota Community Aids Network

Founded in 1991, the independent non-profit Community AIDS Network, Inc. provides a host of community services including HIV testing, educational presentations and a full range of physical and emotional care for those affected by HIV. Their mission is to provide a continuum of medical, social and educational services essential to the health and well being of those infected with HIV disease and to enhance public awareness and prevention of HIV. Visit www.cansrq.org to learn more.

About the Series 7 Chair

The Series 7 Chair debuted in 1955 at the H55 exhibition in Sweden and remains one of the most copied chairs of all time. Arne Jacobsen forever shaped Danish design when he accommodated three different bends in one piece of plywood. As one of Denmark's most gifted architects and designers, Arne Jacobsen's designs demonstrate the most successful interpretations of the international functionalism movement. His furnishing designs are found in fashionable homes, the Metropolitan Museum of Modern Art and Copenhagen's Royal Hotel. Visit www.fritzhanzen.com to learn more.

About State of the Arts Gallery

The State of the Arts Gallery located in downtown Sarasota, FL specializes in contemporary fine art with a personal touch. The gallery boasts a diverse exhibit schedule, unique art events and a mix of social events that support non-profits in the Bay area. Call 941-955-2787 for more information.

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