

L.A. Ring, *At the French Windows*.
The Artist's Wife, 1897

AFSMK  AMERICAN FRIENDS OF SMK
THE NATIONAL GALLERY OF DENMARK

CORPORATE PARTNERSHIP
Let Danish art be one of your tools to
promote your business in the United States

**LET'S
TEAM UP!**



The National Gallery of Denmark is one of Europe's most recognized arts brands with over 400.000 visitors and a digital audience of over 750.000 annually. Our audiences come from around the globe to see acclaimed exhibitions and engage with the diverse collection of Danish and international art.

The National Gallery of Denmark,
seen from Øster Voldgade



“The roots of our lifestyle and products are Nordic, and we are proudly involved in everything that promotes Danish culture and the Danish Spirit”

CEO and Founder of Ilse Jacobsen,
Ilse Jacobsen

NORDIC IMPRESSIONS

Contemporary Art from Åland, Denmark, Finland, Greenland, Iceland, Norway, and Sweden

Are Danish culture and values also part of your company's DNA?

And do you want to help promote Danish art on the international art scene while being connected to new audiences and prestigious cultural organizations in the United States?

AFSMK – American Friends of SMK –The National Gallery of Denmark

is eager to partner with you on many exciting projects in Denmark and the United States.



As a pillar of the Museum's international strategy, AFSMK – American Friends of SMK has successfully built partnerships with many recognized museums in the United States including the Phillips Collection, Metropolitan Museum of Art, Getty Museum, Bruce Museum, and the National Nordic Museum.

Based in the United States as a charitable foundation (501c3), AFSMK has developed travel exhibitions, created inspiring programming in relation to the exhibitions such as lectures, concerts, conferences etc., and engaged a large group of patrons and friends in the country.



The Shed, Hudson Yards,
New York City



Danh Vo, *Take My Breath Away*, 2018,
Guggenheim, New York



The Vessel, New York City

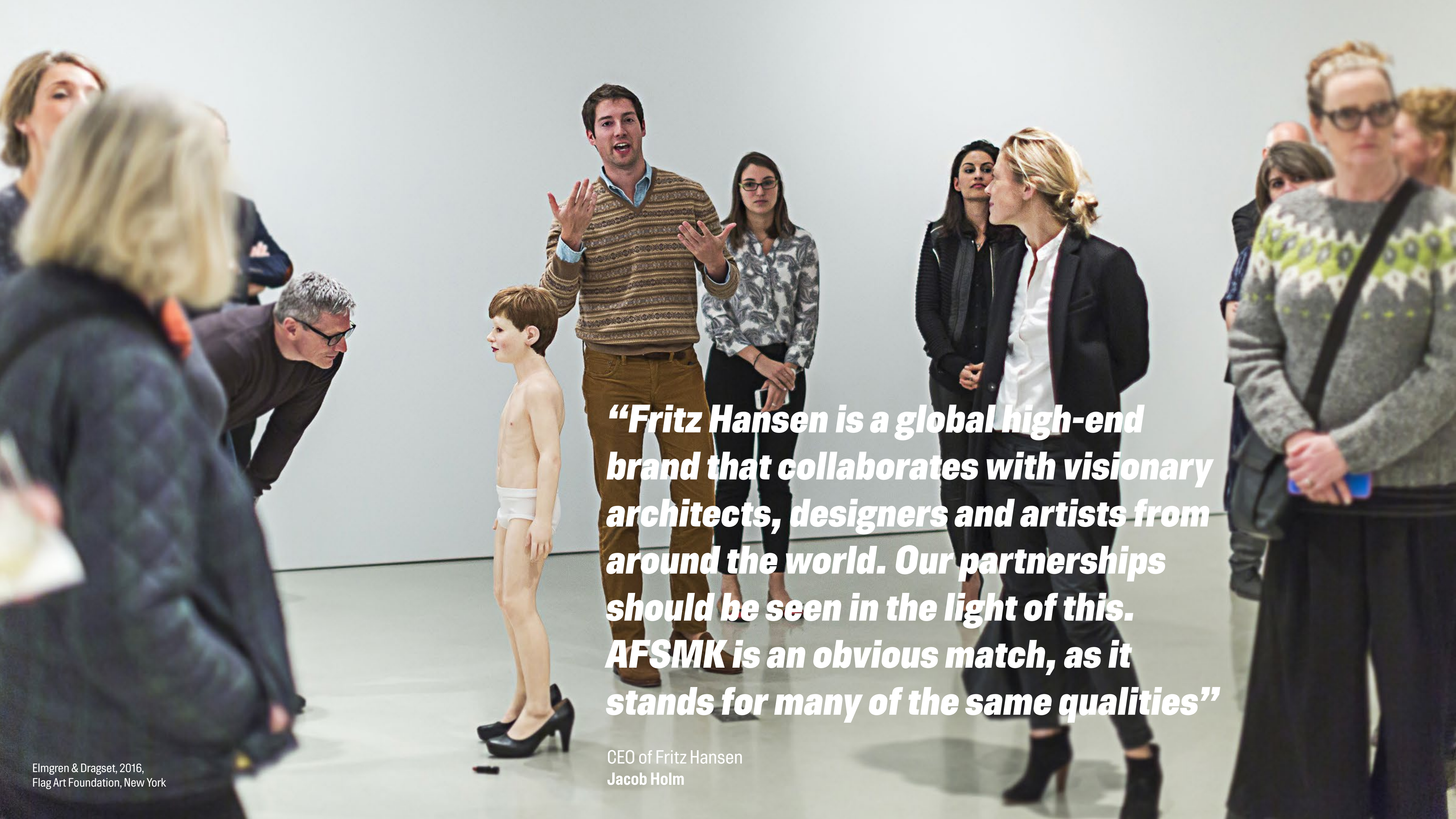


“Our collaboration with AFSMK on the L. A. Ring exhibition gave us a great opportunity to showcase our brands in absolutely wonderful and highly relevant settings on American soil. And what is equally important, it also allowed us to showcase our products to both existing and future consumers while supporting a good cause, namely raising public awareness and knowledge of L. A. Ring’s work”

International Sales Director, Arcus
Henrik Bodekaer Thomsen



Cultural dinner at Rydhave
(Residence of the United States' Ambassador to Denmark)



“Fritz Hansen is a global high-end brand that collaborates with visionary architects, designers and artists from around the world. Our partnerships should be seen in the light of this. AFSMK is an obvious match, as it stands for many of the same qualities”

CEO of Fritz Hansen
Jacob Holm



Becoming a Corporate Partner of AFSMK means that your company will benefit from exclusive access to the National Gallery of Denmark's world class collections and exhibitions in Denmark as well as travel exhibitions and events in the United States. A special package of sponsorship benefits will be designed uniquely for you.

Your support means that we can advance our arts programs in the United States and further develop collaborations across borders. A partnership will help us to create an international space where we can promote understanding and enjoyment of Danish art for all.



“We are proud of our Danish art treasure and of course as an auction house we also have a commercial interest in spreading the message about the quality of Danish art. We have had a very positive collaboration with AFSMK. Both in the idea phase, where they provided many good ideas and initiatives, and in the execution itself. We have been given the opportunity to show that we are relevant to the guests and the other organizations involved”

International Sales and Appraisal Director
Bruun Rasmussen Auctioneers,
Frederik Bruun Rasmussen





J.F. Willumsen, *A Mountain Climber*, 1912



“We wish to provide you with exclusive opportunities to dig deeper into the folds of the museum through a series of special activities and events held in Denmark and the United States each year – onsite as well as online. I hope you will consider joining AFSMK and help to connect Danish Art and the World of Art today!”

Museum Director of National Gallery of Denmark,
Mikkel Bogh

Vilhelm Hammershøi, *Interior in Strandgade, Sunlight on the Floor* (detail), 1901



SMK
Danh Vo
Take My Breath Away
Statens Museum for Kunst
National Gallery of Denmark

**LEARN MORE ABOUT
US HERE**

American Friends of SMK www.afsmk.org
The National Gallery of Denmark (SMK)
www.smk.dk

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