



CORPORATE PARTNERSHIP



LET'S TEAM UP!

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



AFSMK



AMERICAN FRIENDS OF SMK
THE NATIONAL GALLERY OF DENMARK

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

Ilse Jacobsen, CEO and Founder
of Ilse Jacobsen, Hornbæk

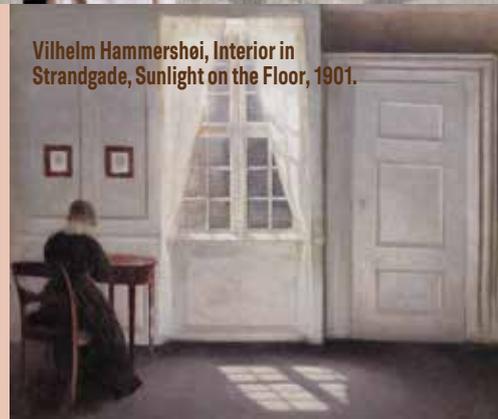


Jeppe Hein; 'Breathe with me', 2019
ART2030, Central Park, New York



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.

Vilhelm Hammershøi, Interior in
Strandgade, Sunlight on the Floor, 1901.



NORDIC IMPRESSIONS

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

Nordic Impressions, Contemporary Art from Åland, Denmark, Finland, Greenland, Iceland, Norway, and Sweden brings together a wide array of artistic impressions that reflect the rich diversity and global character of Nordic Art. Made across a spectrum of media from locations throughout the Nordic region, the works in the exhibition each offer a unique artistic experience while sharing key social themes that hold a special place in Nordic culture: both historic themes such as light and darkness, the coexistence of nature and folklore, women's rights and social legislation; and more current subjects such as climate change, sustainability, and immigration.

Drawn from a larger survey at The Phillips Collection in the fall of 2008, this exhibition comes from the work of the multi-year Nordic Cultural Initiative, a collaboration between The Phillips Collection and the Washington, D.C. based embassies of Denmark, Finland, Iceland, Norway, and Sweden, launched in 2014 to promote the wealth of Nordic artistic talent.

Curated by Phillips Collection Chief Curator and Deputy Director for Academic Affairs Klaus Ottmann, this exhibition has been organized in collaboration with The Phillips Collection, Washington, D.C.

Presentation at Scandinavia House has been funded in part by the generous support of Nanna & Jørgen, Nancy B. Isabella and George Springer, The Royal Norwegian Consulate General in New York, and The Consulate General of Sweden in New York, as well as the National Endowment for Contemporary Art, the School of Art & Architecture at NYU, the P. Duvall Burns Fund for Visual Arts, and the Edmund Morris Memorial Endowment Fund.

Additional support has been provided by the Consulate General of Denmark, the Consulate General of Iceland, and the Consulate General of Ireland.



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?

Nordic Impressions, Scandinavia House, 2019



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.



Guggenheim, New York

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.

“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”.

Henrik Bodekaer Thomsen, International Sales Director, Arcus



A View of Lake Sortedam from Dosseringen, Looking towards the Suburb Nørrebro outside Copenhagen, 1838
Christen Købke



AFSMK Annual Dinner, 2017, New York

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.

“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”.

Jacob Holm, CEO of Fritz Hansen

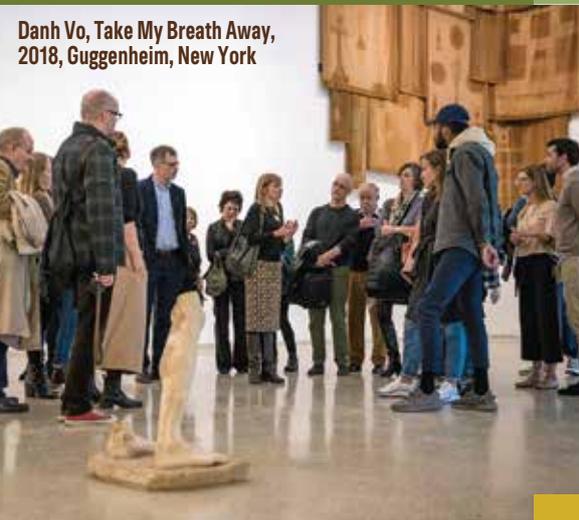


"We are proud of our Danish art treasure and of course as an auction house we also have a commercial interest in spreading the message about the quality of Danish art. We have had a very positive collaboration with AFSMK. Both in the idea phase, where they provided many good ideas and initiatives, and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

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



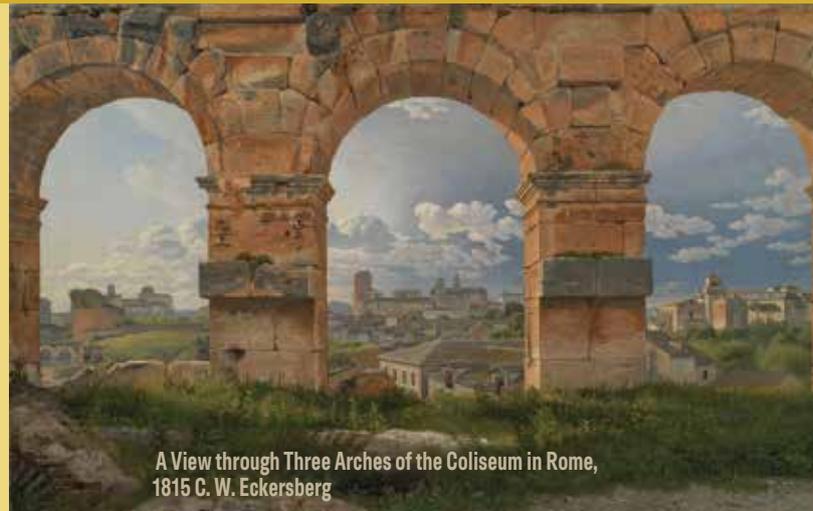
Young Girl Plucking a Swan, 1900, Anna Ancher



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

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.



A View through Three Arches of the Coliseum in Rome,
1815 C. W. Eckersberg

A sponsorship package will be designed uniquely for your company depending on your geographic location and interests. A \$10,000 annual membership could include the following benefits*:

In the United States:

Invitations to participate in exhibition openings at partner venues in the United States presenting travel exhibitions from the National Gallery of Denmark.

Invitations for two executives to participate in select events throughout the United States organized by American Friends of SMK.

Introductions to partner venues in the United States.

One exclusive event/happening for staff members in the United States arranged by AFSMK.

Recognition in American Friends of SMK's newsletter and in a variety of printed materials in conjunction with travel exhibitions.

In Denmark:

Invitations to participate in exhibition openings at the National Gallery in Denmark.

Two courtesy cards giving free admission providing no-wait access to SMK's legendary permanent collections and temporary exhibitions.

Twenty free, one-time entry passes to share with your clients and partners with access to the permanent collection and temporary exhibitions – at the National Gallery in Denmark or at venues in the United States where travel exhibitions are on display.

Acknowledgment of your company's name with its logo on SMK's website (1,1 million visitors per year) and on the American Friends of SMK's website with links to your website.

***For companies with location in both countries, all benefits will apply.**

The Vessel, 2020,
New York



"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!"

Mikkel Bogh, Museum Director of 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

Contact us

Executive Director Hanne Støvring

Email: hanne.afsmk@smk.dk

31 West 34th Street, 7th Floor #7010

New York, NY 10001

Phone: 212-812-4362

