

Press release from Troldekt A/S

THEME ON INNOVATION:

Innovation makes good solutions better

Innovation is an integrated part of the work of architects – and the driving force behind smart solutions to complex issues. In an online theme, Troldekt, the acoustic panel manufacturer, has interviewed leading Danish and international experts about their views on the art of innovation.

All new design projects must include elements of innovation, but always based on respect for the existing solutions, the character of the building and the client's ambitions. The words are those of Lone Wiggers, partner with C.F. Møller.

"Our philosophy is that all new designs must involve an element of innovation. However, this does not mean changing everything because then we will end up with buildings filled with uncertainties and untested solutions. Our approach depends very much on the client's ambitions with regard to breaking new ground and setting future standards," she says and points out that innovation often occurs when several disciplines interface.

"Generally speaking, suppliers are very good at listening to the architects' wishes and suggesting improvements because they know the components and the properties and potential of the materials," she continues.

[The interview with Lone Wiggers](#) is part of a new theme on innovation at troldekt.dk.

The online theme also includes the [winning project in Troldekt Award](#), Troldekt's own competition, which has attracted innovative entries from architecture and design students worldwide. Lone Wiggers was on the jury panel.

German Design Council: Wood is trendy

One of the other theme articles includes an interview with Andrej Kupetz, CEO of the German Design Council. The German Design Council held its German Design Award event in February 2017, and [the Troldekt rhomb design solution won one of the prestigious awards](#).

"Designers are currently making extensive use of wood, which offers a fascinating effect as a natural material and as a design component," says Andrej Kupetz in [the interview about current design trends](#).

And [Danish trend expert Mads Arlien-Søborg is sharing his enthusiasm in a video](#) during his visit to an apartment in Copenhagen, where the acoustics are now adjusted with unconventional and innovative acoustic solutions.

FACTS ABOUT TROLDTEKT A/S:

- Troldekt A/S is a leading developer and manufacturer of acoustic ceiling and wall solutions.
- Since 1935, wood and cement have been the main natural raw materials in our production, which takes place in Denmark in modern facilities with a low environmental impact.

FURTHER INFORMATION:

Peer Leth, CEO, Troldekt A/S: +45 8747 8130 // ple@troldekt.dk

Tina Snedker Kristensen, Head of Marketing and Communications, Troldekt A/S: +45 8747 8124 // tkr@troldekt.dk