

Monica Ritterband:

Full

SP

Once she was a journalist; later she became a vice-president at Carlsberg. Nowadays, Monica Ritterband is an independent artist whose works can be seen on several continents. Meet this successful and productive bundle of energy who suddenly changed course to set sail in a whole new direction.

By **Janne Hansen**

Photo: Highlight A/S

According to an ancient Chinese saying, happiness is not a destination, but a way of travel. To follow the optimal itinerary on life's journey, it would be wise to listen to the artist Monica Ritterband. She says:

"We have only one life, and we don't know the time of our departure. Therefore we should not put off doing the things which we burn for deep inside."

But artist, designer and lecturer Monica Ritterband does not make do with empty talk – she practices what she preaches. In the middle of a successful career as a press and TV journalist, and later as a vice-president at Carlsberg with responsibility for seventy employees, she decided to follow her artistic desires. After a weekend spent purposefully taking stock of her life, she resolutely quit her highly paid position, swapped her company car for a mauve bicycle and – to everyone's amazement – took the plunge to become a full-time artist.

"My mother was jubilant and my father said that I had lost my head, but I wasn't in doubt for as much as a second," remembers Monica Ritterband.

I wasn't in doubt for as much as a second

That was in 1997, and since then Monica Ritterband's creative engines have been on full throttle. She paints, welds, forms and designs. She has held 26 exhibitions of her work, has been named artist of the year four times, and has won several sculpture competitions. She is in increasing demand from both private companies and public institutions to create works that span from sculptures that reach up to the heavens to down-to-earth carpets, and from elegant tablecloths to cheerful coffee cups.

eed ahead



*Monica Ritterband looking
into the future.*

GLOBAL ART

The art that Monica Ritterband produces finds its way to all four corners of the globe. From Greenland to Japan and from the USA to Sweden one finds her 'Unika' art – royal dinner services and original tablecloths – in many homes. Recently the American ambassador in Denmark – an enthusiastic and knowledgeable art collector – bought two of her sculptures, each the height of a man, and they now grace his home in Washington, DC. "Art is a language that is understood across national borders, social classes, ages and edu-



cations. Art has a special ability to get past the collar and tie and go directly into people's souls. Art communicates in a very powerful way; I believe that this is increasingly coming to the attention of the business world, and they are beginning to make use

of it, which I think is wonderful! Art should be welcomed into our everyday lives to communicate with us," says Monica Ritterband.

She creates universes populated with fantasy figures and expressive symbols. They are created in a range of various materials, where their dramatic swings and soft curves mix seamlessly into one another. From textiles to metal and from porcelain to canvas, Monica Ritterband pairs the round and the soft with the tight and the precise.

UNIVERSES OF FANTASY FIGURES

Monica Ritterband became truly well known on the international art scene when she created the 'Musica' series for Royal Copenhagen, purveyors to the Royal Danish Court. In this series she visualised notes and other musical characters so that they became amusing figures, each with their own personality. The cheerful melodies dance their way over Royal Copenhagen porcelain and are also represented as figurines, both of which are among the porcelain factory's best sellers.

Through my art I have the possibility of sharing happiness with others

For another purveyor to the Royal Danish Court, Georg Jensen Damask, Monica Ritterband created a universe populated by 'Humans'. This set of beings brings to mind a form of stylised African art. Like the aforementioned 'Musica' notes, these beings each have their own personalities, which are reflected in their magnificent hairstyles; for example, 'human power' has lightning in its hair and sparkles



with passion and energy. Her little people are also woven into Georg Jensen Damask tablecloths, and the 'Humans' tablecloth is one of the textile mill's most popular designs.

Her latest universe of fantasy figures was created for the international carpet firm Ege in Herning, who are also purveyors to the Royal Danish Court. For this commission she designed a series of figures she calls 'Dancers'. They are abstract, chromosome-like beings that dance sensually over soft, woven woollen carpets.

"I feel that it is personally challenging to think that I communicate my motives, thoughts, stories and my messages to so many people at the same time. The fact that my work is also reproduced is also highly stimulating," says Monica Ritterband.

DARKNESS AND LIGHT

But it is not only lightness and gaiety that concern Monica Ritterband.

"My art contains both a light and a dark side. That's the way I am, such is my life, and such is everyone's life. I cannot avoid expressing both sides of life. But one should not deny or suppress happiness; it can be just as strong a form of expression as the deepest melancholy," says Monica Ritterband.

"My art allows me the capability to share happiness with others. In this way I bring fun and happiness out into the light. I am overjoyed when someone tells me that they were made happy by my art; I have, quite simply, achieved my aim."

In addition to her fabulous universes, Monica Ritterband has also completed a number of commissions for both public and private organisations, where she has transformed

abstract values into concrete visual language. These have been such concepts as tolerance, solidarity, integration, respect and the willingness to change, which she has expressed as abstract motifs.



"As a rule, a working process starts with chaos but ends with its own form for order," she says.

She has also composed an illustrated work for the 7000 employees of the City of Frederiks-



A relaxed Monica.

berg. The pictures symbolise Frederiksberg's standards, values, aims and resources. And for the Danish integration ministry she has created a sculpture which is awarded as a prize; it is a strongly symbolic work embodying growth, love and belonging. The sculpture, in which she has combined rigid stainless steel and soft shapes, features musical notes, a smiling mouth and a lop-sided heart.

"There is a large degree of chaos involved in working as an artist. It is all about daring to let oneself be swallowed up by the chaos, investigate its nooks and crannies, illuminate it, and touch it. Suddenly a form of order will present itself, and then a light flashes which signals 'stop, the work is finished'. It is a signal one should not just ignore because to do so can lead to disaster," she says.

HAPPY BUT PENSIVE

What typifies Monica Ritterband's art is that it is characterised by joy and reflection, simplicity and insight. These qualities reflect the artist's soul.

MONICA RITTERBAND: WHO'S WHO

Born 1955

Journalist with Ekstra Bladet, Weekendavisen and the television news.

Vice-president and information chief at Carlsberg Ltd.

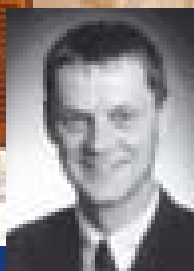
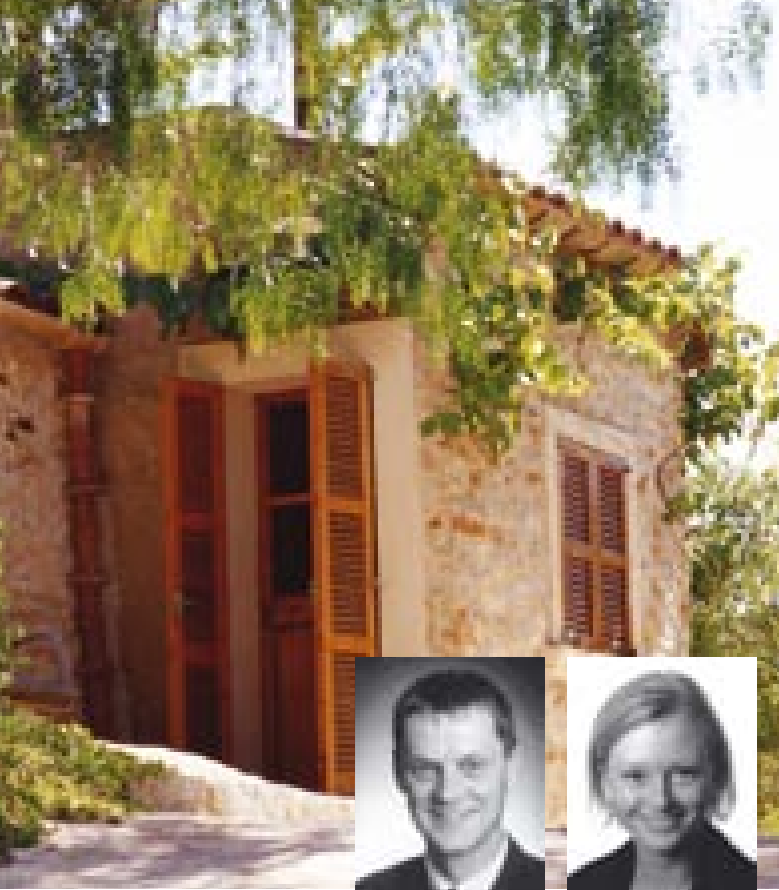
From 1997 an independent artist; her most noteworthy achievements to date are:

- ◆ A series of large sculptures displayed in public spaces in parks, pedestrian streets, town squares and the gable ends of houses.
- ◆ Creator of the work of art that produced the highest bid at an art auction for the benefit of UNICEF.
- ◆ Creator of the Danish integration ministry's integration prize.

- ◆ Nominated as artist of the year on a number of occasions by, amongst others, Amnesty International, Siemens and the town of Viborg.
- ◆ The winner of several sculpture competitions.
- ◆ Has held 26 separate exhibitions of her works.
- ◆ Designer for George Jensen Damask.
- ◆ Creator of the best selling dinner service 'Musica' for Royal Copenhagen.
- ◆ Launches an extensive collection for Ege Carpets this year.
- ◆ Is putting the finishing touches to a 40-metre-long steel frieze for Vejle Technical School.

"Art for me is a search for that which I cannot immediately understand completely, but where I can, in the finished work perhaps, offer an explanation, or at least a partial one. Working with art is like taking a solitary journey to one's inner self, where sometimes one has a specific destination, but on other occasions it is a journey without an itinerary, a time of arrival or for returning home. But when that journey is completed, there is a story worth the telling." As well as creating art and design at a breathless

pace, Monica Ritterband travels over hill and dale giving lectures on the importance of taking hold of life's possibilities and realising personal dreams. She is living proof that wanting something bad enough is the key to getting it. She lives her life as if every day were her last. She sails across life's ocean of chaos, uses every wind and breeze to her advantage and sets course in the directions where life's possibilities offer themselves. And that in itself is an art form. ■



Michael I. Johansen
Repræsentationschef



Heidi Sættrup
Int. boligkonsulent

Boligkøb i Sydfrankrig

Nykredit tilbyder realkreditlån til private, der ejer eller køber bolig i Sydfrankrig ved hele den franske middelhavskyst. Lånet kan have en løbetid på op til 30 år og skal ligge inden for 80 % af den værdi, som Nykredit vurderer boligen til.

Vil du have tryghed, kan du vælge et obligationslån med fast rente, så du kender dine månedlige udgifter. Vil du have en lavere ydelse, kan du vælge et Tilpasningslån med variabel rente fra ca. 3,4 % inkl. omkostninger (pr. 1/11-05). Uanset om du vælger fast eller variabel rente, kan du slippe fra afdragene i op til 10 år ved at vælge et Pauselån®.

Ring og aftal et personligt møde med
Michael I. Johansen i Cannes på + 33 (0) 4 93 39 10 10
eller Heidi Sættrup i København på +45 33 42 15 35

Vi har kontakt til alle de lokale rådgivere, du har brug for.

International afdeling · Kalvebod Brygge 1-3 · 1780 København V
13, rue des Etats-Unis, F-06400 Cannes
email: sydfrankrig@nykredit.dk · www.nykredit.dk/sydfrankrig

Nykredit

Realkredit på dansk

Alt du kan eje

Con



Editorial.....	5	Sterling fleet/helse	43
Sterling Inflight Sale.....	8	Monica Ritterband	44
Sterling Movies.....	13	Tenerife	50
Gravesen	14	Next Stop Algarve	54
Sterling Destinations ...	21	Next Stop Alicante	58
Don Quixote	22	Next Stop Amsterdam...59	
Benetton	28	Next Stop Athens	60
Madrid	34	Next Stop Barcelona ...	61
A New Look.....	40	Next Stop Berlin.....	63

Sterling Magazine

#11 2006

Publisher:
Sterling

Editor-in-Chief:
Niels Brix,
VP - HR, Communication & Legal Affairs

Managing Editor:
Maj-Britt Vittrup Nielsen
Maj-Britt.Nielsen@Sterling.dk

Editorial Contact:

Gitte Bisse Bertelsen, journalist (dj)
gitte@adventure.dk
tel (+45) 3530 7100
Adventure

Design & Production:

ADventure
Art Director: Torben Seifert

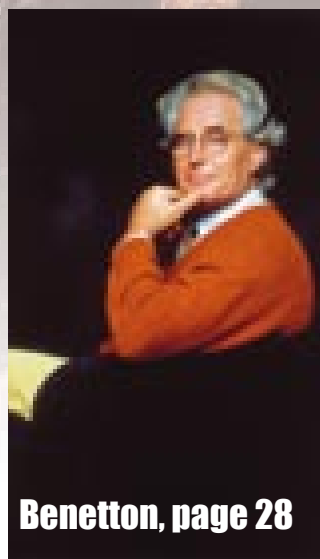
Contributing Writers:

Gitte Bisse Bertelsen
Lene Lang
Stig Matthiesen
Martin Tønner
Janne Hansen
Jesper Møller

tents

Mountains in Tenerife, page 50

Next Stop Billund 64
Next Stop Budapest 66
Next Stop Copenhagen . 67
Next Stop Crete 68
Next Stop Edinburgh . . . 71



Benetton, page 28

Next Stop Florence 72
Next Stop Frankfurt . . . 73
Next Stop Gran Canaria. 74



Don Quixote, page 22

Next Stop Helsinki 76
Next Stop Lanzarote . . . 77
Next Stop Lisbon 79
Next Stop London 80
Next Stop Madrid 81
Next Stop Majorca 82
Next Stop Malaga 84
Next Stop Milan 85
Next Stop Montpellier . . 87

Next Stop Munich 88
Next Stop Stockholm . . 89
Next Stop Nice 90
Next Stop Oslo 91
Next Stop Paris 92
Next Stop Prague 93
Next Stop Rome 95
Next Stop Tenerife 96
Next Stop Venice 97



Gravesen, page 14

Contributing Photographers:
Highlight A/S
Gitte Bisse Bertelsen
Thomas Vilhelm Jørgensen
Benetton
National Tourism Organisations

Cover Page:
Highlight A/S v/Thomas Fryd

Print:
Roto Smeets

Next Issue:
April 2006

Advertising Sales:
ADventure
tel (+45) 3530 7100
fax (+45) 3530 7109
sterling@adventure.dk
www.adventure.dk

The publisher and authors have done their best to ensure that the information in Sterling Magazine has been obtained from reliable sources. However the accuracy and completeness and opinions based thereon cannot be guaranteed.

ISSN 1602-8961



CYPERN
GRÆKENLAND
BULGARIEN

BEDST MED...



Dinos Rejser

TEL 3391 9210
WWW.DINOSREJSER.DK
CYPERN HELE ÅRET