



The most Important Product of the Century is from Denmark



Michael Sims (left) met three generations of the Morsø-family: Christine and Alfred Christensen, Agner Pedersen, with the beautiful and heavy award, and Claus and Tove Pedersen. Photo: Jens Munk.

“Can you invent something that will make it easier to fit the corners of a frame together?”

Who would have imagined that this simple question, posed by a friend of Anders Nielsen Christensen in 1909, could set in motion a series of events that eventually led to the *Art Business Today* 2005 Honours Award for the product that has made the biggest impact on the art and framing industry in the last 100 years?

A. N. Christensen thrived on challenges, and by 1911 he had perfected his guillotine mitring machine. It cut moulding at a 45° angle in a series of steps, with razor-sharp steel knives that left the cut surfaces very smooth. Thus, A. N.’s friend was able to make quality frames easily and quickly. Word spread, and before long the machine was produced under the trade name Morsø, deriving its name from the island on which its creator lived.

Success for the Morsø came quickly. Export of the machine to other European countries started in the 1930s, and in the 1970s the Morsø began to appear in the North American and Far Eastern markets. It is safe to say the Morsø is world-renowned today. In fact, Morsø has become a generic term, like Kleenex and Hoover.

Britain’s Fine Art Trade Guild publishes the magazine *Art Business Today*, which is available in 20 countries and read by thousands of people in the art and framing industry. Each year at a celebration, the Fine Art Trade Guild presents awards to products and manufacturers who have contributed positively to the industry. At the 2005 event, a special award was presented in honour of the centenary year of *Art Business Today*. This award went to the company that made the biggest impact on the art and framing industry in the last 100 years. The proud recipients were dan-list A/S, present manufacturer of Morsø, and the whole Morsø family.

Michael Sims, editor of *Art Business Today*, presented the prestigious award to dan-list A/S at the factory in Randers, Denmark, on May 23, 2005. The company is still family owned, and present members of the family were on hand for the event:

- Alfred Christensen, son of A. N. Christensen, and his wife Christine, who led the company from 1945 to 1976;
- Tove Pedersen, daughter of Alfred and Christine Christensen, and her husband Agner Pedersen, who together managed the company from 1976 to 2003; and
- Claus Pedersen, son of Tove and Agner Pedersen, present CEO.

Through innovation, research and development, and ever-expanding markets, Morsø is as strong as ever. “We’ll be around to grab the award again in 2105!” Claus predicts.



MORSØ NO. 1 - Year 1911



MORSØ-EHXL - ELECTRIC/HYDRAULIC - Year 2005