Ansøgning om tilskud fra Kultur-, Fritids- og Borgerserviceudvalget

JOANA EDITIONS
“Legetøj til babyer og børn: Made in Copenhagen”

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Kære København Kommune,

Det er Joana Editions, designer, håndværker, syerske og, i dag, ansøger til byens kulturelle tilskud med projektet “Legetøj til babyer og børn: Made in Copenhagen”

Jeg vil fortsætte min ansøgning på engelsk, fordi alle af min (mikro-)firmas kommunikation er gennemført på engelsk.

Beskrivelse af projektet / Project description

This is Joana Editions, a newly established designer and textile toy maker, trying to make København more sustainable both in its use of materials and approach to consumer culture.

As a danish-trained designer, I am moved by how handcraft, textures and honest materials, can directly affect our wellbeing, and how the lack of them and neglect of haptic input can negatively impact our daily human experience.

Paradoxically, we find ourselves living in a time where families have access to almost unlimited amounts of objects, toys included, but the quality and value we attach to each of them is steadily dwindling, thus generating a growing amount of waste that the city´s sorting facilities have to later manage.

Meanwhile, the Danish society has lived through the digital revolution, and is now entering the AI one, so flat screens, disguised labour, and dubious quality have inundated every corner of Copenhagener's life.

As a counter reaction, some voices in society are longing for a scenario where meaningfulness, quality, and materiality take center stage, or at least play an important role, in their everyday lives and their dear city's future. Parents of young ones being, understandably, one of the most troubled by the current and coming changes that the city and their young ones face.

Enter: craftsmanship, at its core, a deep and sustained love for quality and honest materials, painstaking attention to details, years spent learning by doing and creating a dialogue with the practice, evolving and developing in each piece.
And almost extinct in the city's portrait

Now, what if a 2026 modern city also has a place for such unique resilience?

Recalling age-old jobs, in my case, toy designer and maker, is an answer to the call for help from materiality, a way to bring a tangible job creation in the city itself, a reinvention of the

neighbourhood dynamics, a reduction on the city's textile waste by repurposing the already available materials, and a way to put Copenhagen in the center of a forward thinking revolution, where the most innovative of the ideas might be to create highly emotional products at a human scale, made by hand in the core of the city, with great quality and craftsmanship, and by using repurposed materials.

Having a toy maker working next door, being able to see the care and resilience it takes, all encompassed in high quality results “Made in Copenhagen” will give the city, neighbours and parents a sense of community and pride, by being able to tell their kids, the story of this little textile atelier still alive in Nørrebro, where a designer sometimes turned christmas elf designs and makes their toys out of the city's forgotten and discarded fabrics.

As a long term bonus, knowing first hand the designer and maker of your toys, and the baffling realization that handcraft is not only something to read about in the history books, but also to be lived and experienced, might encourage a future generation of designers proudly “Made in Copenhagen” a bright future from a seed planted today.

To keep this project alive in the coming months, Joana Editions would like to engage with the community, bring visibility and eyes to a project taking shape in one of the last textile ateliers in Copenhagen, and personally attend as many christmas markets as possible to spread the news and tactile experiences to the unknowing citizens of Copenhagen.

Målgruppe / Target group

In the immediate “community building”, Joana Editions would like to engage with families that live in the vicinity of the atelier (located in Thorsgade 83B, 2200, Kbh N), as well as vuggestuer and child care facilities that are at walking or bike ride distance.

When taking the broader meaning of community, Joana Editions would be thrilled to spread the word that there is, at least, one textile toy maker in the city. So that as many parents and kids get the news that there are toys still made in Copenhagen, sustainably and attentively.

Therefore, family oriented activities, as well as parent groups, whether organized by the municipality or privately but taking place in the public facilities, are of interest in order to grow the “Made in Copenhagen” community.

Formål lokation og periode / Purpose, location and timeline

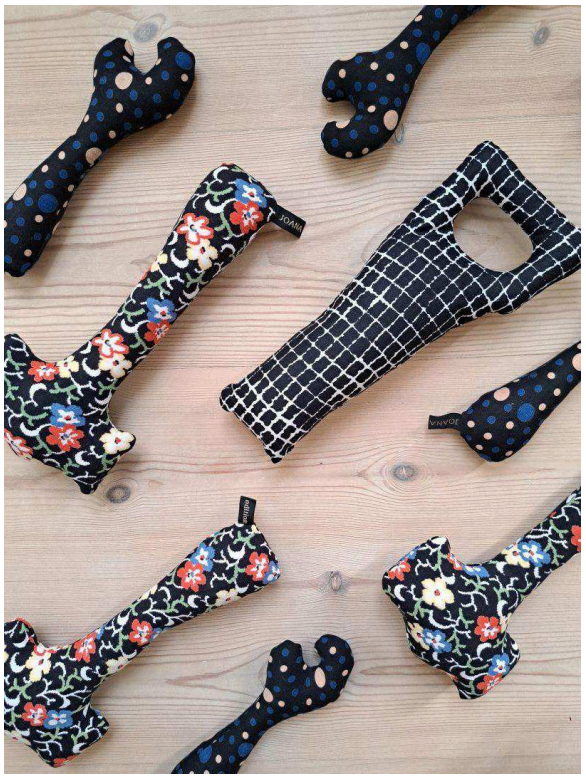
The daily ongoing of Joana Editions (designing, sourcing, making, sewing, as well as application writing) takes place at the atelier located at Thorsgade 83B, 2200, Kbh N, from September and the months going forward.
As for spreading the news attending design- and handcraft-focused christmas markets in the Copenhagen's municipality, Joana Editions's attendance has been accepted or is being considered by the following:

date	Event name	location
18 Oct	NØRREBRO MARKED	Under højbanen Folmer Bendtsens Plads, 2200 Copenhagen N
25 Oct	KREA-MARKED, BANEGAARDEN	BaneGaarden, Otto Busses Vej 45, 2450 Copenhagen SV
5 Nov	ATELIER PLEXUS ÅBNER DØRERNE	Atelier Plexus Thorsgade 83B, sal 1, 2200 Copenhagen N
9 Dec	ATELIER PLEXUS ÅBNER DØRERNE	Atelier Plexus Thorsgade 83B, sal 1, 2200 Copenhagen N
10+12+13 Dec	FLID JULEMARKED	Nørrebrohallen, Nørrebrogade 208, 2200 Copenhagen N
14-19 Dec	CHRISTIANIA JULEMARKED	Den Grå Hal, Refshalevej 2, Christiania, 1436 Copenhagen K
20 Dec	KREATIV JULEMARKED, BANEGAARDEN	BaneGaarden, Otto Busses Vej 45, 2450 Copenhagen SV

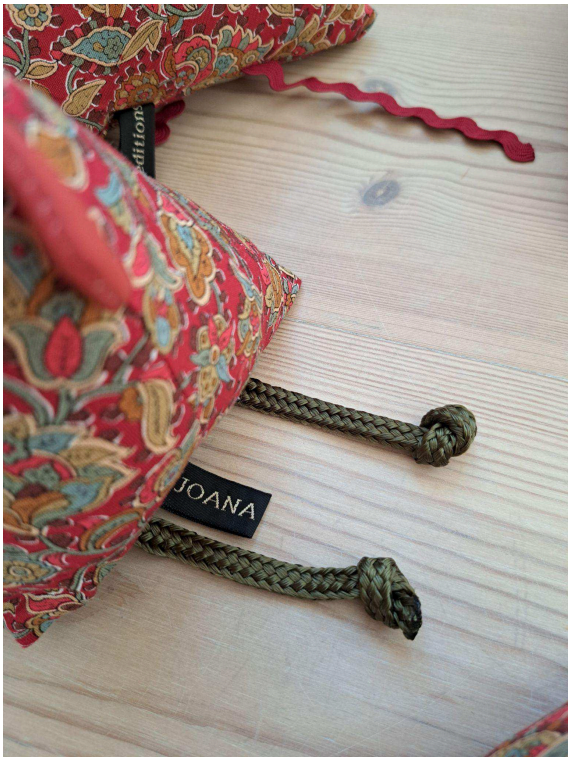
Regarding open opportunities to collaborate with family-oriented activities, child-care public institutions and wellbeing of the city's youngest inhabitants, the precise timings will depend on the activities themselves. Joana Editions will contact, once announced, the municipality's family-oriented facilities where such activities are taking place, offering the possibility of

learning about the making of textile toys in the city, and open to the possibility of visits to the textile atelier in small groups of curious kids, parents, pedagogs or child-care workers, preferably of neighbouring families and institutions.

Joana Editions would also be interested in being a part of the cultural scene of the city in the form of open ateliers, talks, or other formats that uplift and broadcast the crafts that are still alive and breathing singularity and contemporary design into the city.






JOANA




JOANA







BUDGETSKABELON, PROJEKTTILSKUD

Ansøgning om tilskud fra Kultur-, Fritids- og Borgerserviceudvalget	
Center for Kultur- og Fritidsaktiviteter Kultur-, Fritids- og Borgerserviceforvaltningen	

Det er en forudsætning for udbetaling af Københavns Kommunes projekttilskud at tilskudsmodtager udarbejder et budget, der er opstillet i overensstemmelse med denne budgetskabelon. Budgettet skal godkendes af Kultur-, Fritids- og Borgerserviceforvaltningen.

Alle felter markeret med gult skal udfyldes. Der må gerne tilføjes linjer, under såvel indtægter som udgifter. Såfremt I ikke har indtægter fra eksempelvis fonde, honorarer eller billetindtægter, skriver i 0 i feltet ud for.

Tilskudsmodtager skal agere økonomisk forsvarligt i alle dispositioner, som påvirker tilskuddet fra kommunen. Det indebærer at berettigede indtægter oppebæres og, at der ikke påføres udgifter, som kunne være undgået gennem en sparsommelig, produktiv og effektiv ressourceanvendelse.

Aflyses eller ændres væsentlige dele af projektet, fx overordnet program, lokation, afholdelsesperiode eller organisering, skal ændringerne og et revideret budget godkendes af Kultur-, Fritids- og Borgerserviceforvaltningen. Ændringerne og det reviderede budget skal godkendes af Kultur-, Fritids- og Borgerserviceforvaltningen.

Tekst i kursiv er vejledningstekst.

Tilskudsmodtagers navn:	JOANA EDITIONS
CVR:	43143611
Projektets navn:	Legetøj til babyer og børn: Made in Copenhagen

Projektperiode start (dd.mm.åååå):	01.10.2026
Projektperiode slut (dd.mm.åååå):	31.03.2027
Projektperioden er lig med udgiftsperioden, dvs. den starter når de første udgifter afholdes og slutter, når den sidste udgift er afholdt.	

Budgettet vedrører budgetår (åååå):	2026 - 2027
Dato for indsendelse af budget (dd.mm.åååå):	01.10.2026

Indtægter	**Samlet budget**	**Budget året før (hvis der er givet tilskud)**	*Notér om beløbet er ansøgt eller allerede bevilliget.*
Ansøgt tilskud fra Kultur-, Fritids- og Borgerserviceudvalget	**230,660.00 kr.**		*Ansøgt*
Øvrige tilskud, specificeret (herunder øvrige tilskud fra Københavns Kommune, fra fonde, sponsorer mm.):	0.00 kr.		
Slots- og Kulturstyrelsen	0.00 kr.		85,290.00 (Ansøgt, ikke bevilliget)
INDTÆGTER I ALT	**230,660.00 kr.**	**0.00 kr.**	

Udgifter	**Samlet budget**	**Budget året før (hvis der er givet tilskud)**
Posterne er eksempler, der kan ændres efter behov, men I skal oplyse til hvad I ønsker at anvende det ansøgte tilskud til.		
Løn og honorarer (200kr/t, 6mnd)	200,000.00 kr.	
Atelier leje 1.0ct-31.marts	9,600.00 kr.	
NØRREBRO MARKED	385.00 kr.	
KREA-MARKED, BANEGAARDEN	300.00 kr.	
ATELIER PLEXUS ÅBNER DØRERNE	300.00 kr.	
ATELIER PLEXUS ÅBNER DØRERNE	300.00 kr.	
FLID JULEMARKED	2,975.00 kr.	
CHRISTIANIA JULEMARKED	2,500.00 kr.	
KREATIV JULEMARKED, BANEGAARDEN	300.00 kr.	
aktiviteter jan-marts	3,000.00 kr.	
Transportudgifter	2,000.00 kr.	
Materialer	3,000.00 kr.	

Fortæring, herunder møder	1,000.00 kr.	
PR og markedsføring	5,000.00 kr.	
UDGIFTER I ALT	**230,660.00 kr.**	**0.00 kr.**

RESULTAT	**Samlet budget**	**Budget året før (hvis der er givet tilskud)**
I ALT	**0.00 kr.**	**0.00 kr.**

Kommentarer/forbehold:
***the activities in the first trimester of 2027 have not yet been published, therefore their costs are reflected in one unifying item**