

## The design of victory

**24 year old goldsmith MADS HEINDORF has designed the medals for the World Outgames. In just a few years, he has made an impressive career as one of Denmark's most appreciated goldsmiths.**

*By Thomas R. Kristensen*

**There would be** no World Outgames without medals to be won by the best sportsmen and -women competing in the 38 different sporting disciplines. And after goldsmith Mads Heindorf's appearance on the cover of the March issue of *Out & About* earlier this year, he was asked to design the World Outgames medals.

Some criteria had to be fulfilled: both the World Outgames logo and the The International Gay & Lesbian Aquatics logo had to be present on the medals, and obviously the costs also had to be set at a reasonable level. On top of that, Mads Heindorf himself wanted to give the medals a modern, tasteful and innovative design with Nordic inspiration.

**Already as a 17 year old**, Mads Heindorf started his own business. Today he is one of Denmark's most appreciated goldsmiths and he has won the Danish awards in goldsmiths' art and received good reviews in several of the national Danish media.



*The designer of the World Outgames medals, Mads Heindorf.*



While being a teenager living on the Danish island of Langeland, Mads Heindorf came out as gay, and he had no problems at all being open about his homosexuality in this small community. Actually, a few years later Mads Heindorf was asked by the mayor of Langeland to design and produce the island's official presents to Crown Prince Frederik and Crown Princess Mary, for their visit to Langeland in the summer of 2008.

**Mads Heindorf** has worked closely with employees at the World Outgames secretariat to design the medals. The medals are obviously not for sale, as they must be earned by the best achievements on the sporting grounds.

But inspired by the design of the World Outgames medals, Mads Heindorf has created some necklaces that are only produced in a limited number for the very special occasion of the World Outgames. Like the medals, these necklaces are also in a raw, modern and Nordic style.

Mads Heindorf has also launched a new collection of jewellery for men. Some of these designs can be seen on the following pages here in *Out & About*.



*The limited edition of the World Outgames necklaces.*

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Jewelry: Mads Heindorf. Model: Mads Heindorf. Hair: Gill Edelveig. Photo and layout: Mads Noack

