

Norwegian Presence

Contemporary
crafts, design and
manufacturing

Zona Tortona, Milan
17—22 April 2018

A collaboration between
Design and Architecture
Norway (DOGA), Klubben
and Norwegian Crafts

@norwegianpresence
norwegianpresence.no

Press Pack
March 2018

03 Introduction

07 Exhibitors

07 Crafts Artists

13 Designers

25 Manufacturers

39 Show Information

Norway is a small country, where designers, makers and manufacturers need to stand united. This feeling of fellesskap or togetherness is an important driving force and motivation. This exhibition—like the Norwegian design industry as a whole—is all about sharing and lifting each other up to make something happen.

Here in Zona Tortona, our aim is to create a social meeting place where visitors can experience the drive behind Norwegian making and share in the positive atmosphere that our sense of fellesskap generates.

Grete Sivertsen,

Project Manager at DOGA/ Norwegian Presence,
Creative Director of Oslo Design Fair and
Founder of Edited (a creative hub)

Norway has always been a nation of makers. Wool and wood, stone and steel—the country is blessed with an abundance with the raw materials of creation, while Norwegian culture has evolved in the spirit of community and collaboration. As a result, modern Norway is a place of design without ego, where boundaries are pushed and possibilities explored with a shared spirit of curiosity, in the hope of creating something beautiful, functional and lasting.



Vera&Kyte, Marianne Andersen&Victoria Günzler, Northern,
Lillian Tørlen, Objekt, Stian Korntvedt Ruud

In the Norwegian language, the word **fellesskap** goes some way towards capturing this concept. It denotes a focus of community, an appreciation of shared goals and a propensity towards collaboration. In the world of making, it is the idea that every person in the chain is working towards a common purpose – from designers and craftspeople to manufacturers and distributors, everyone has a contribution to make.

The three institutions behind **Norwegian Presence** exemplify the philosophy of **fellesskap**; not only in the collaborative nature of this exhibition, but also in their individual missions. **Klubben** is Norway's fellowship of designers – a mutually supportive union of emerging and established talents that creates



Gudbrandsdalens Uldvarefabrik, Petter Skogstad,
Noidoi, So Takahashi, Flokk, Elementa, Vestre

opportunity and nurtures interdisciplinary collaboration among its international membership. **Norwegian Crafts** plays a similar role for the nation's craft artists, fostering a creative network of makers in which new ideas and approaches can blossom and thrive. Meanwhile, from its base in Oslo, **Design and Architecture Norway (DOGA)**, explores and promotes the ways in which architecture and design can be harnessed to the benefit of society as a whole.

This exhibition, Norway's first in Zona Tortona, sets out to celebrate every element of the country's making community. **Norwegian Presence** showcases the craft artists blending ancient making traditions with new technologies to explore new methods and material combinations. It presents the designers introducing the world to high-quality, sustainably made products to enrich homes and enhance lives, as well as a curated selection of innovative prototypes. Finally, the exhibition highlights some of the visionary manufacturers, both old and new, who are ultimately responsible for the survival and success of Norway's design culture.

In these halls, you will find furniture, textiles, lighting, sculpture, tableware and domestic accessories; small objects and installations that fill the room; long-standing design icons and new ideas yet to be commercially produced. You will meet manufacturers who have been making things for over a century, as well as bold new design brands presenting their very first collections. You will encounter things that are beautiful and intriguing, practical and playful (often both). Above all, you will gain an insight into the tremendous diversity of Norwegian making and the common thread that runs through it: in Norway, nothing is made alone.

Klubben**klbbn.no**

Founded by designers Victoria Günzler, Sara Polmar and Sverre Uhnger in 2011, **Klubben** is an initiative intended to promote, support and foster collaboration among Norway's emerging and established design talents. Today, it comprises 31 members, with varied backgrounds in furniture and product design, living and working in Oslo, Bergen, Copenhagen, London, Berlin and New York.

DOGA**doga.no**

Situated in central Oslo, the **Design and Architecture Norway** was formed by the merging of the Foundation for Design and Architecture in Norway and the Norwegian Design Council. The organisation promotes the understanding, knowledge and use of design and architecture to develop surroundings, products and services with both commercial and social benefits.

Norwegian Crafts**norwegiancrafts.no**

Norwegian Crafts was founded to strengthen the global position of Norwegian contemporary craft. It facilitates various types of exchange across the Norwegian and international craft and design sectors, with an emphasis on four main areas: exhibitions, market development, critical theory, and networking and residencies.

Norwegian Presence is organised in partnership with **Kebony** and the **Oslo Design Fair**, and is supported by **The Royal Norwegian Ministry of Foreign Affairs**, **Innovation Norway** and **The Federation of Norwegian Industries**.

07 Exhibitors Craft Artists

Pearla Pigao

Lillian Tørlen

Stian Korntved Ruud

Sigve Knutson



Pearla Pigao

Born in the small coastal town of Lillesand in southern Norway, now based in Oslo, Pearla Pigao holds BA and MA degrees from Oslo National Academy of the Arts. Drawing on her background in both music and textile art, her work explores the relationship between sound and material, drawing on the commonalities between weaving and musical composition to create digitally hand-woven textiles that create visual, tactile experiences of sound structures.

Pigao's interactive installations have earned her a number of scholarships and awards, including the Norwegian Artisans' Student Prize and the Arts and Crafts Prize from the Fund for Art and Design Students, and she has exhibited both in Oslo, and at the 2015 exhibition **Neu Now** in Amsterdam.

Sample & Hold

Pigao's 2×2.5m textile installation **Sample & Hold** is the result of a collaboration with the electronics developer Henrik Waarum. By incorporating copper wires as warp and weft fibres into loom-woven cotton fabric, Pigao has transformed a woven surface into a musical instrument inspired by the theremin. The textile surface generates sound in relation to the viewers proximity to the textile, creating higher tones the more people interact with the material, and turning the viewer into both audience and composer.

pearlapigao.com
@pearlapigao



Lillian Tørle

Oslo-based visual artist Lillian Tørle makes site-specific works and installations that encourage people to stop and re-evaluate their surroundings—sometimes through subtle interventions in the space; at other times, with striking contrasts and juxtapositions. Born in Ålesund, Tørle holds an MA from Oslo National Academy of the Arts and a BA from Central St Martins, London. She has exhibited throughout Europe.

Levels of Attachment & Belonging

A series of sculptural vessels in unfired ceramic, **Levels of Attachment & Belonging** explores the sometimes uncomfortable process of adaptation, and the compromises enforced by the compulsion to 'fit in'. The vases are defined by the exterior surroundings in which they are displayed, shaped or deformed by the edges, contours and furniture against which they are placed. Some retain their function as vases; others have been rendered useless by the brutal attempt to force them into the space.

lilliantorlen.no
[@lilliantorlen](https://www.instagram.com/lilliantorlen)



Stian Korntved Ruud

Driven by a fascination with how things are made and a compulsion to experiment and modify, Stian Korntved Ruud explores the inherent and potential properties of materials and the shifting boundaries between beauty and functionality.

After studying product design at Akershus University College and the Oslo School of Architecture and Design, followed by an internship with Tom Dixon in London, Ruud co-founded craft, art and design studio **Kneip** with the maker Jørgen Platou Willumsen. He has exhibited internationally, both individually and with **Kneip**, including at Norway's 2016 Milan show Structure.

Material Acoustics

At **Norwegian Presence**, Ruud presents three sculptural objects from an ongoing project exploring our relationship with sound and ritual. Using wood, metal and electronic components, he has created two clocks and a doorbell—creating an installation that straddles sculpture and design.

stiankorntvedruud.com
@stkoru



Sigve Knutson

An experimental designer based in Oslo, Sigve Knutson graduated from Design Academy Eindhoven with an MA in Contextual Design in 2016. Since then, he has exhibited widely in Europe, the United States and the Middle East, presenting objects and sculptural work that take their inspiration from the intuitive process of freehand drawing, rather than the rigid planning and smooth-edged finishes associated with design. His **Drawn Objects** exhibition debuted in Milan 2017 and has since travelled to Beirut and Oslo.

As a result of Knutson's approach, his work typically has a playful and spontaneous quality, taking forms governed equally by the properties and behaviour of the material and the conscious or unconscious impulses of its maker.

Shelf Tower No.3 and Wood Clay Chair No.3

Both pieces Knutson is showing at **Norwegian Presence** are hand-made sculptural objects intended to showcase the inherent properties of their materials and hark back to humanity's earliest relationships with materials and making. Made from spruce, **Shelf Tower No.3** is both recognisable and functional as sculpture and shelving unit, whereas **Wood Clay Chair No.3** conjures a serviceable seat from a mixture of PVA glue, wood shavings and dust.

sigveknutson.com

@sigveknutson



Pearla Pigao, Noidoi, Lars Tornøe,
Petter Skogstad, Sigve Knutson

Styling Kirsten Visdal
Photography Lasse Fløde & Torjus Berglid

13 Exhibitors Designers

Domaas/Høgh

Lars Tornøe

Marianne Andersen
& Victoria Günzler

Martin Solem

Noidoi

Petter Skogstad

Sara Polmar

So Takahashi

Stine Aas

Vera & Kyte



Domaas/Høgh

Having met while studying product design at Oslo and Akershus University College of Applied Sciences, Ane Domaas and Kathrine Høgh began collaborating in 2011, aiming to create work that reflect the distinctive modesty of the Norwegian temperament. Their products are typically designed for everyday life, often offering unconventional solutions to domestic needs and incorporating a characteristic touch of humour.

Carl

Inspired by the unconventional approach of the Norwegian artist, sculptor and Picasso collaborator Carl Nesjar, **Carl** is durable, multi-use fabric made from a cotton-linen blend. Domaas/Høgh have translated Nesjar's use of sandblasting concrete to create positive and negative surfaces into textile design, employing fibres of different colours and adopting a number of techniques to create varying thicknesses and levels of shine. The result is a patterned surface with multiple layers.

domaas-hogh.com
@domaashogh



Lars Tørnøe

Born in Düsseldorf to Norwegian parents, Lars Tørnøe is now based in Stavanger, where he runs his furniture and product design studio. Graduating from the University of Bergen with a BA and MA in design in 2006, Tørnøe has gone on to work with clients across Europe, designing furniture and products for the likes of **Vestre**, **Muuto**, **Fora Form** and **New Works**. His designs have been featured in exhibitions across the world, from Stockholm to Seoul, and he has received a number of awards, including the Award for Design Excellence from the Norwegian Design Council, the coveted Red Dot and 'Designer of the Year' and 'Lamp of the Year' titles from Bo Bedre magazine.

Scoop

Scoop is a family of three multi-purpose wooden bowls in ash and oak, featuring scoop-like depressions that can be used to store or display small objects. Starting with a clean rectangular block, Tørnøe has used rounded tools of different sizes to scrape out the space—a process akin to scooping ice cream from a tub.

larstornoe.com
@larstornoe



Marianne Andersen & Victoria Günzler

Industrial designer Marianne Andersen completed an MA at the Oslo School of Architecture and Design in 2013. Soon after, she became part of the Norwegian designers' union **Klubben**, and joined celebrated Norwegian design studio **Anderssen&Voll** to hone her skills. Specialising in product design and woodwork, she brings a craft-based approach to her work, blending contemporary technology with traditional production methods. Her products have featured at design shows and fairs in Milan, Oslo, Stockholm, Tokyo, Paris and New York, and she has recently designed a pewter jewellery box (**Gömma**) for the Swedish design company **Svenskt Tenn**.

Victoria Günzler graduated with an MA in material-based art, with ceramics as her primary medium, from Oslo National Academy of the Arts. In 2011, she entered into a design partnership with her classmate Sara Polmar to form the studio **günzler.polmar**, and, together with Sverre Uhnger, the pair established **Klubben** the same year. With a background spanning both art and design, Günzler takes a disciplinary approach to her practice, and often uses her work to explore the conflicting relationship between the realms of art and everyday life.

Dune

Working together for the first time, Günzler and Andersen have collaborated on **Dune**, a curved and elevated ceramic platter for serving or displaying fruits or other foods. Designed in two different sizes, the platters have an abstract, sculptural quality, an organic but organised form, and a grainy, tactile matte surface—a manufactured look, but a crafted feel.



Martin Solem

Born in Arendal, but drawn to Copenhagen by a love of classic Danish design, Martin Solem began his career in furniture design as an intern for Rud Rasmussen, one of Denmark's oldest surviving cabinetmakers. Solem undertook an MA at the Royal Danish Academy of Fine Arts in 2007. Since 2011, he has worked as a full-time designer at **HAY Studio** in Copenhagen, while pursuing solo projects and collaborations with international brands such as **Cappellini** and **Bernhardt Design**. Solem has exhibited widely (appearing with Norway in Milan every year since 2015), and he received the Young Talent Award from the Norwegian Design Council in 2015.

Equally invested in the creative and business dimensions of design practice, Solem places functionality and usefulness at the heart of his design, tempered with creative innovation and the demands of industrial reality.

Kofi Table

Taking inspiration from the forms and use of glass in contemporary architecture, Solem has developed a prototype for a coffee table featuring ornamental glass top with rounded edges, supported by a frame of oil-treated ash wood. The table has been designed in both round and square versions.

martinsolem.com

[@martinsolem](https://www.instagram.com/martinsolem)



Noidoi

Noidoi was founded in 2013 by Kathrine Lønstad and Cosmin Cioroiu, who met while studying at the Royal Danish Academy of Fine Arts in Copenhagen. Inspired by the differing cultural and professional backgrounds of its founders (Lønstad is Norwegian and orientated towards craft; Cioroiu is Romanian and rooted in industrial design), **Noidoi** works across a broad spectrum of product design, placing an emphasis on usability, materiality and craftsmanship. One of the studio's core aims is to increase the longevity of objects by inspiring a sense of personal attachment in the user. In 2014, **Noidoi's** rehabilitation mat **WalkON** was awarded first prize by the Norwegian Design Council in the Young Talent category. Today, they collaborate with international firms, creating products for the likes of **Skagerak**, **Menu** and **Northern**.

Kapp

In three colours and two sizes, **Kapp** is a series of sculptural candleholders made from slipcast stoneware. Inspired by the history of **Noidoi's** studio location—opposite a milk factory dating back to 1800—the **Kapp** collection pays tribute to the tools and machinery of the factory it's from, whereas the three colours represent different elements of milk production—the red of the brick structure, the black of the iron oven and the white of the finished product.

noidoi.no
@noidoidesign



Petter Skogstad

Oslo-based product designer Petter Skogstad graduated from Akershus University College with an MA in product design in 2010, and has spent nine years at **Anderssen&Voll** as senior product designer. Skogstad applies a practical problem-solving approach to design, generally focused on the areas of furniture, lighting, tableware and domestic objects, which he develops for brands including **Muuto**, **Hem** and **Established & Sons**.

RIG

Comprising only tubing and flat discs in powder-coated steel, **RIG** is a family of furniture objects that are not designed for any specific seating situation but possess a strong sculptural character. The pieces are finished with a sand-textured matt coating normally used for large building façades—this serves to smooth out the transitions between components, unifying the object.

PLACE

The result of Skogstad's experiments with 3D-printed metal and desire to explore the versatility of a simple graphic form, **PLACE** is a series of trays intended to store and display stationery and other small objects.

petterskogstad.com
@petterskogstad



Sara Polmar

Sara Wright Polmar is an Oslo-based designer with a degree in interior architecture and furniture design from Oslo National Academy of the Arts. Together with her fellow student Victoria Günzler, she established the studio **günzler.polmar** after graduating in 2011. With Sverre Uhnger, they also established **Klubben**—the international Norwegian design network devoted to promoting Norway's new design generation and fostering collaboration—the same year. Alongside working with Günzler, Sara pursues individual projects, within the field of product and furniture design, and acts as a project coordinator for design fairs and exhibitions.

James

A domestic sculpture designed to help keep its owner organised, **James** is a versatile multi-purpose object that combines aesthetics and practicality. A terrazzo base holds a pair of ash-wood bowls of different dimensions, which can be used to store keys, coins, sunglasses make-up, jewellery and other frequently misplaced items. The polished steel mirror can be used either in place or picked up. All parts are removable, allowing James to be further developed to include other elements and functions.

sarapolmar.no

@sarapolmar



So Takahashi

Born and raised in Japan, So Takashi moved to New York to pursue sculpture at the School of Visual Arts and soon developed a strong interest in graphic design. He established his multifaceted creative studio **Heads Inc** in Manhattan in 1998, producing everything from print design and fine art to electronic music and cosmetics.

Over the years he has lived and worked in New York, Myanmar and Norway, and is now permanently based in Oslo. His creation of the acclaimed **Origami Chair** at **London Design Festival** show **100% Norway** in 2008, led to the launch of his studio, **So Takahashi Design**, which makes furniture and products inspired by his borderless outlook.

Oslo Stool

Fusing Scandinavian and Japanese design heritage, and drawing on the honesty, timeless aesthetic and emphasis on craftsmanship that characterises both, **Oslo** is a multipurpose utility stool designed in two material variants: a solid oak version, and an iteration with a painted steel base and matt-finished oak seat. The stool is available in two colours: plain wood and pale pink—the latter being a timely reference to April being cherry blossom season in Takahashi's hometown in Japan.

sotakahashi.com

[@so_takahashi_design](https://www.instagram.com/so_takahashi_design)



Stine Aas

With an MA in spatial and furniture design from Bergen Academy of Art and Design, Stine Aas creates products and furniture that blend character and simplicity. Her work is inspired by the everyday interactions between people and the objects around them, and she typically combines the visual, the tactile and the functional in her design. Working from Bergen, Aas has exhibited internationally in Stockholm, Helsinki, London, Milan, New York and Los Angeles. She was named Newcomer of the Year at Bergen's **Raff Design Week** in 2015.

Frame Chair

A solid stackable chair in tinted oak, **Frame** has been designed to be both simple and affordable to produce. Born from Aas' exploration of the archetypal elements of a chair, and inspired by geometric patterns, the chair comprises a firm body with a softer, laminated shell on top. The backrest is shaped in a perfect semicircle, so that when several chairs are placed in a row, they form a pattern reminiscent of the archways and decorative motifs of classical architecture.

stineaas.com

@stineaas



Vera&Kyte

Based in Bergen on Norway's west coast, **Vera&Kyte** comprises Vera Kleppe and Åshild Kyte, who established their harbour-front design studio in 2013, soon after graduating from the Bergen Academy of Art and Design. Since then, their work has been shown, and internationally acclaimed, earning them a host of design awards and nominations. Working across the fields of product, furniture, interior and graphic design, the pair's practice is characterised by an analytical approach, a love of experimentation and a shared enthusiasm for exploring new materials, methods and aesthetics. Inspired and driven by curiosity, **Vera&Kyte** produce products and pieces that engage, excite and surprise.

Redirect

Designed to enhance modern shared spaces, **Redirect** is a series of versatile panels that can serve as both sound absorbers and room dividers, creating distinct zones in contemporary workspaces. Made from lacquered steel frame upholstered with coloured textiles, each element can be either wall-mounted or freestanding, with adjustable frames that allow them to be adapted however the space requires.

vera-kyte.com

[@vera.kyte](https://www.instagram.com/vera.kyte)



Stine Aas, Vestre, Sara Polmar,
Martin Solem, Northern

Styling Kirsten Visdal
Photography Lasse Fløde & Torjus Berglid

25 Exhibitors Manufacturers

Vestre

Flokk

Gudbrandsdalens

Uldvarefabrik

Elementa

Objekt

Northern



Vestre

Family-owned since its establishment in 1947, **Vestre** is a leading manufacturer of sustainable furniture for public spaces and socially engaging urban environments. From its Oslo headquarters, **Vestre** collaborates with some of the most renowned and accomplished designers in Scandinavia, and produces sturdy and sustainable outdoor furniture from its manufacturing centre in Torsby, Sweden. All materials are sourced in Norway and Sweden, including environmentally certified high-quality Scandinavian timber and hot-dip galvanised steel with a lifetime anti-rust guarantee, and production is powered using one-hundred-percent renewable energy. Steel components can be supplied in 200 standard colours, and wooden parts are available in linseed-oil-impregnated Scandinavian pine, oak, ash or **Kebony**. As well as numerous towns and cities around Norway, **Vestre's** products can be found around the world, from King's Cross in London and Places des Halles in Paris to Hamburg Airport and New York's Times Square.

Atlas Modular Bench

Espen Voll, Tore Borgersen & Michael Olofsson

Consisting of frames in varying lengths and square seats with or without backs and arm supports, the **Atlas** range is a versatile family of outdoor seating that can adapt to any social meeting place.

vestre.com
@vestre_furniture

Also being exhibited by Vestre at
Norwegian Presence but not pictured:

Pop Bench, Table and Urban Screen

Kristine Five Melvær

Pop is a flexible family of furniture in aluminium and perforated steel that can be installed to create playful, sheltered oases in the heart of a city.

April Go Furniture

Espen Voll, Tore Borgersen & Michael Olofsson

Designed for the changing urban space, the **April Go** range of furniture and planters is designed to be easy to stack and move as required. **April Go** was first developed for the world's most visited tourist destination—Times Square in New York.

Stoop Urban Auditorium

Julien de Smedt

Stoop is an informal, social meeting place based on the universal idea of using steps as places to sit. This concept enables the creation of an urban auditorium by using several benches, each able to accommodate up to nine people.

Bloc Sun Bench

Lars Tornøe

A freestanding bench with a characteristic diagonal fold, the **Bloc Sun Bench** is designed to either stand alone or positioned in rows, with the foot end and seat available in varying lengths.

Buzz Picnic Table

Espen Voll, Tore Borgersen & Michael Olofsson

Inspired by the pleasure of hanging out with friends and family, **Buzz** is a round picnic table with integrated seats topped with high-pressure laminate. It can be used freestanding or bolted to the ground.

Stripes Modular Bench

Lars Tornøe

Taking its names from the gaps in the slats that make up the seat, **Stripes** is a modular bench system comprising rectangular and semi-circular components, which can be combined to create benches in all different shapes and sizes. Raised off the ground by freestanding feet, the modules are designed to ensure an unbroken rhythm of 'stripes' when the benches are combined, creating the illusion of a single large bench. The benches can also be arranged to act as a tree guard.

Code Modular Bench

Johan Verde & Hong Ngo-Aandal

Inspired by building blocks, **Code** can be used in endless combinations to create tables and seating units of countless shapes and sizes. **The Code Tilt** variant consists of boxes that can be combined horizontally and vertically, with armrests that can be easily positioned as required.



Flokk

Initially founded in 2007 as Scandinavian Business Seating, **Flokk** brought together three acclaimed Scandinavian furniture brands with a shared design ethos: **HÅG** from Norway, **RH** from Sweden and **RBM** from Denmark. In the decade since, the company has expanded to include the Swedish designer **Offecct** and Switzerland's **Giroflex**.

Governed by the simple motto 'different and better', **Flokk** works in collaboration with architects and other design professionals to create human-centred designs for public and work environments. It is a frontrunner in both ergonomics and environment, creating long-life furniture that works with the contours of the human body to provide comfort and support, while ensuring its products are designed and manufactured with minimal environmental impact. The company is a proud bearer of the Nordic Swan Ecolabel for sustainable practice.

RBM Noor

Form Us With Love, StokkeAustad, Susanne Grønne Lund & Flokk design team

A slim, lightweight and stackable chair in polyester, propylene and recycled steel the **RBM Noor** became a contemporary classic when it launched in 2013. It is available in five colours, with or without armrests, with multiple veneers and it works in any public environment, from conference rooms to cafés.

flokk.com
@flokk_design

Also being exhibited by Flokk at
Norwegian Presence but not pictured:

HÅG SoFi Mesh

Frost Produkt, Aleksander Borgenhov
& Flokk design team

The **SoFi Mesh** is a mesh-backed ergonomic task chair designed to allow unrestricted movement and functionality without compromising beauty. Styled to fit in any workplace environment and entirely configurable to individual user needs, its adjustment mechanisms are discreet but intuitively accessible, ensuring its coherent and harmonious appearance.

HÅG Futu Mesh

CODE Design, Aleksander Borgenhov
& Flokk Design team

Launching in March 2018.

HÅG Capisco

Petter Opsvik (first edition 1984)

First conceived by the ergonomic-design pioneer Petter Opsvik in 1984, the **Capsico** was inspired by the horse rider's dynamic seating position. It allows for equally comfortable sitting whether facing forwards or to the side, and the seat can be adjusted to both low and high positions as the task demands. Made from recycled car bumpers and waste household plastic packaging, and with fully recyclable plastic components, it is also one of the most sustainable workplace chairs available.



Gudbrandsdalens Uldvarefabrik

From its base in Lillehammer, **Gudbrandsdalens Uldvarefabrik (GU)** has been manufacturing textiles for over 130 years and now generates approximately 500,000 metres of fabric every year. Specialising in the production of wool, the company handles the complete journey from raw material to finished product under one roof, ensuring quality can be maintained at every stage in the process. Although always in pursuit of innovation, **GU** is founded on the traditions and local values that have defined Scandinavian design for generations, and its products have won 20 awards for design excellence.

Amdal, Heidal, Man's Suit Melange, Heidal Stitched

At **Norwegian Presence**, **GU** presents an updated and expanded colour palette for two of the standout fabrics in its textile collection: the simple, soft and durable **Amdal** (70% pure new wool, 30% viscose) and **Heidal** (80% new wool, 10% viscose, 10% polyamide), a solid and minimalist textile inspired by the traditional garment of the Gudbrandsdalens valley dwellers.

The company also presents two new prototypes designed by in-house designer Ragnhild Nordhagen: **Man's Suit Melange** (75% pure new wool, 20% viscose, 5% polyamide) and **Heidal Stitched** (90% pure new wool, 10% polyamide), an industrially woven textile designed to recreate the look and feel of a handcrafted fabric.

gu.no
@gu_uld



Elementa

Established in 2012, **Elementa** is a Norwegian maker of furniture for the workplace that collaborates with designers, artists and scientists to explore new directions in the Scandinavian design tradition. The company's work is under-pinned by a single simple but far-reaching insight: 'We don't have to relate to work, design, production and cash in the same way that previous generations have done.'

The company was founded as a reaction against the prevailing conventions and thinking surrounding design in office spaces, and is on a mission to re-evaluate the modern concept of the 'workday'. Over the last few years, **Elementa** has furnished many of Norway's most creative workspaces, including the Research Council, the Cultural Council, the Ministry of Education and Statistics Norway (SSB).

UN Divided System

Jonas Stokke, Øystein Austad

Based on a simple steel trestle unit with a moving joint, UN Divided can be used to build tables, desks and shelving of almost any size and layout—and can be adapted easily as needs change.

elementa.no

[@elementaoslo](https://www.instagram.com/elementaoslo)

Also being exhibited by Elementa at
Norwegian Presence but not pictured:

dB Silent Cabinets

Jonas Stokke, Øystein Austad

From **Elementa's dB** series, these cabinets are designed to function as both storage units and sound absorbers. The doors are made from metal frames with inlays of thick wool felt kept in place by vertical slats in solid oak. The carcass is made in white, light grey and anthracite melamine or oak veneer.

Soil Planter System

Anderssen & Voll

This scalable planter system consists of terracotta plant pots of varying dimensions held in place by a lacquered metal frame.

KI Light

Hallgeir Homstvedt

Comprising of a height-adjustable aluminium shade with a steel base, this freestanding LED lamp doubles as a growlight, allowing it to both illuminate the room and nurture interior plants.

UR Watering Can

Kneip

A series of watering cans in enamelled stainless steel.



Objekt

Launching at **Norwegian Presence**, **Objekt** is a new Norwegian design brand specialising in the creation of good-quality, functional and honest products for the home and the work-place. Based in Oslo, **Objekt** works closely with both Norwegian and international designers, connecting them with manufacturers to produce exceptional collections of 'everyday objects for everyday use'.

Grorudstolen

Hans Brattrud

The designer Hans Brattrud, known for his Scandia chair design, created the tubular steel **Grorudstolen** (or 'Model 58') for use in cafés and kitchens in 1958. Named after Grorud, the Oslo suburb in which it was manufactured, the chair was only sold for a few years before production ceased. Not long before he died in 2017, Brattrud approved a request to put **Grorudstolen** back into production, and **Objekt** is proud to relaunch a lost design classic, 60 years after its first release.

objekt.as



Northern

First founded as **Northern Lighting** in 2005, the brand began as a small, Oslo-based company specialising in the design and manufacture of contemporary lamps with a distinctly Nordic look and feel. Its roster of collaborating designers comprised both well-known names and up-and-coming talents, and its products were exhibited and sold worldwide, making **Northern Lighting** one of Europe's most widely admired lighting brands.

Now, the brand has expanded still further, reaching beyond lighting to encompass furniture and interior accessories that embody the values and characteristics that defined the company since its inception: simplicity, natural materiality, contemporary elegance and traditional craftsmanship. To reflect the transformation, the brand relaunched in 2017 under a new name: **Northern.**

Loud

Färg & Blanche

Smooth-contoured and free of embellishment, **Loud** is a smoked oak cabinet with a seamless layer of polished laminate on the doors and sides that creates a dazzling mirror effect. Striking but simple, it is designed to be a compact bar but suits a variety of functions and interior styles.

northern.no
@northern.no

Also being exhibited by Northern at **Norwegian Presence** but not pictured:

Heat

Johanna Forsberg

Born out of Forsberg's experiments with clashing materials and the motivation to create a large pendant light characterised by contrasts, **Heat** is a pendant lamp made from gleaming brass mesh, giving the effect of a cloud of fire. Once the light is turned off, the fire disappears, leaving the shade with a translucent appearance. Each shade is hand-crafted. Aiming to stimulate creativity among marginalised members of society, Forsberg collaborated with a local development agency to train asylum seekers and unemployed migrants to make the light, ensuring that every shade is unique and has social benefit.

Daybe

Morten & Jonas

Characterised by clean lines, balanced proportions, tailored details and a building-block construction, **Daybe** is a sofa with a backrest that detaches and slides onto the floor to create a comfortable bed. Unlike conventional sofa-beds constructed from coils, levers and springs, **Daybe** transforms from a sofa into a bed and back again in one smooth motion. Available in a variety of Kvadrat fabrics, **Daybe** is made with layers of cushioning materials that maximise comfort, combined with generous proportions that provide plenty of room for relaxing.

Wired

Morten & Jonas

The **Wired** system comprises single units that align vertically to form open shelving for storage or display, adding flexibility to the interior. The supporting steel brackets are integrated discreetly into each shelf, which can be used individually, stacked on top of each other, or staggered along a wall to create a versatile

display system on walls of any size. The bold outlines, crisp contours and repeating shapes trigger associations with contemporary art. Like an expression of minimalist sculpture, **Wired** blurs the boundaries between art and design.

Hifive

Rudi Wulff

Contemporary in expression and practical in scope, **Hifive** is a shelving and storage system comprising several streamlined modular components: an open unit, a cabinet unit with a scrolling door, an optional metal base and a wooden top that unites the two units beneath a single surface. If no base is required, the units can be mounted directly to the wall. The cabinet is designed to hold hi-fi equipment, such as receivers, amps and multimedia players. Its scrolling door closes to conceal the contents, hiding the electronics behind a scroll of slated wood. The open unit is sized to accommodate old-school vinyl LPs but can store other types of music and media. The units are available in a smoked oak veneer and a light, oiled oak veneer.

Oasis

Ann Kristin Einarsen

Each self-watering planter in the **Oasis** family comprises interlocking containers, giving it a stable base and an integrated reservoir, which fills from the side through an opening large enough to be refilled by a waterspout or hose nozzle. The self-watering function is activated when the upper containers absorb the water held in the bases below them. The containers' unglazed finish draws water from the base and channels it into the soil they hold. The planters are crafted from terracotta, and the upper containers retain the natural colour. The bases are coloured in green, black or white, highlighting the earth tones of the terracotta containers as they create subtle contrasts. Available in two sizes, the planters

can contain a variety of plants, shrubs and small trees.

Dais

Gridy

Dais was created to replace domestic step ladders with a set of sturdy steel steps that can also be used as shelves or seats. Made from sleek metal parts, it is lightweight, portable and self-supporting. Whereas step ladders are typically retrieved from storage when needed, **Dais** has a practical, dual-purpose design that means it can be used as a side table or stool when the task is finished.

Frame

Cecilia Zhang

Inspired by the concept of 'space within space', **Frame** is a multi-functional object that provides a place where laundry can dry and items of clothing can be hung. When opened, **Frame** extends outwards away from the wall to form lightweight tiers of tubular steel. When no longer in use, the multi-hinged construction silently retracts, returning to its two-dimensional, space-saving form.



Elementa, Lillian Tøren,
Domaas/Høgh, Objekt

Styling Kirsten Visdal
Photography Lasse Fløde & Torjus Berglid

Opificio 31, via Tortona 31,
Zona Tortona, Milan

17–22 April 2018

norwegianpresence.no
norwegianpresence.com

Instagram
Facebook

@norwegianpresence
/NorwegianPresence
#NorwegianPresence

International Press Enquiries

Dorothy Bourne, London
dorothy@zetteler.co.uk
+44 (0)7939 200 519

Norwegian Press Enquiries

Jørgen Lie Furuholt, Oslo
jlf@dog.no
+47 917 30 680

Exhibition design

Klubben,
Silje Nesdal, Sverre Uhnger
& Bjørn Van den Berg

Styling

Kirsten Visdal

Photography

Lasse Fløde & Torjus Berglid

Graphic design

Bielke&Yang

