

Norwegian Presence

Introducing: Bello!

Lars Beller Fjetland and Hydro debut aluminium bench inspired by pasta



- New indoor/outdoor bench is made from ~90% recycled 100% recyclable aluminium
- Inspired by pasta-making, Bello! is the result of material experimentation in aluminium extrusion
- Inaugural Hydro + Beller collaboration launches in Milan at Norwegian Presence, 19–23 April

Launching at Norway's Milan showcase, Norwegian Presence, this April, Bello! is the first product collaboration between one of the contemporary greats of Norwegian design – Lars Beller Fjetland – and the country's leading specialist in renewable energy and low-carbon aluminium – Hydro.

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The collaboration continues Hydro's tradition of partnering with emerging and established designers throughout Norway to explore and promote the creative potential – and sustainability credentials – of aluminium as a design material, while sending one of Scandinavia's most well-known designers in an exciting new creative direction.

Named with a portmanteau in honour of both its creators, Bello! is an elegant and timeless bench made from almost 90% recycled – and 100% recyclable aluminium, giving it a minimised carbon footprint, one-fifth of the global average. No traces of the aluminium's former life – as a drinks can, car part or window frame, for instance – remain in the finished product.



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Lightweight, strong, highly durable and available in custom lengths and heights, Bello! was conceived as an indoor/outdoor seating solution with public transportation hubs in mind. The internal support structure of the bench allows for additions such as tables, lamps, and chargers to be easily integrated, as well as enabling multiple benches to be seamlessly joined together. Because Bello! can be produced in a wide spectrum of different colours using natural anodising, it can be customised to suit the style of any setting, domestic, municipal, or commercial.

An experiment in extrusion

Bello! is produced by the process of extrusion, in which heated metal is pushed through a shaped opening using a press to create the desired shape – similar to the way in which one makes churros, or pasta shapes such as rigatoni or penne. In fact, as a lover of Italian cuisine, Beller Fjetland very much had penne rigate in mind when developing the concept.

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The process of extrusion was both relatively new territory for the designer, who is well known for the honest materiality he brings to designs in wood or metal. Working with Hydro's engineers, and taking advantage of 3D printing to minimise wasted resources in development, Beller Fjetland created several prototypes and proofs of concept before deciding on the final extruded shape. He chose to give Bello! a subtly ridged surface texture – reminiscent of penne – that adds a touch of softness and tactility to the bench.

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"The subtle ridges add so much value – you just have to run your fingers across the surface. These tactile discoveries mean so much to me. With this design I really wanted to emphasise the possibilities of extruded aluminium. It is very much a culmination of everything I appreciate – from the planes, trains and buses that were designed in the 1930s–1970s, to brutalist architecture and, last but not least, pasta!"

– Lars Beller Fjetland

The material of a sustainable future

As well as being a beautiful and functional piece of furniture, Bello! demonstrates aluminium's potential as a practical and sustainable design material. With up to 80% of a product's environmental footprint determined during the design phase, Hydro has instituted a programme of collaboration with designers such as Lars Beller Fjetland in order to drive innovation in the design industry and encourage the creation of more sustainable products in recyclable aluminium.



"At Hydro, we believe that more sustainable design starts with more sustainable production. Aluminium is looked upon as the metal of the future, offering unparalleled strength, durability, and recyclability. Its properties make it an ideal choice for a wide range of applications, and our commitment to reducing CO₂ emissions by 30% by 2030 positions us at the forefront of more

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sustainable innovation. Collaborating with talented designers like Lars Beller Fjetland is crucial to unlocking the full potential of aluminium as a design material.”

– Asle Forsbak, Marketing Director, Hydro Extrusions

Although nearly 90% of the aluminium that forms Bello! is already recycled, there are no signs of its former life – perhaps as part of an engine or window frame – in the finished bench. It is 100% recyclable at the end of its life – which, thanks to its durability, strength, and adaptability, will be a long one.

“I have been aiming towards creating something that should be able to not only last, but also fulfil its purpose for hundreds of years into the future. My personal belief is that we haven't even scratched the surface of what's possible with this ingenious method of manufacturing.”

– Lars Beller Fjetland

In its balance of aesthetic elegance, durability and adaptability for the future, Bello! represents a perfect fusion of form, function and material, combining more-sustainable materials, versatility – and a touch of its designer's love for Italian food.

Bello! makes its global debut at Norwegian Presence, Via Pietro Maroncelli 2, 20154, Milan, Italy on 18-23 April 2023. It will be available to order, with prices on request.



For more information and images, or to be introduced to Hydro or Lars Beller Fjetland please contact doga@zetteler.co.uk.

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Notes for editors

Beller

Known for his deep appreciation of nature, dedication to honest materiality, and belief in creating practical products that last generations, Bergen-based designer Lars Beller Fjetland completed a bachelor's degree at the Bergen National Academy of the Arts in 2012. His work in furniture, lighting and interiors reflects a lifelong fascination for function and natural materials, and his pragmatic and curious approach to design has led to numerous awards and international design partnerships.

Hydro

Founded in Norway in 1905 and headquartered in Oslo, Hydro is a global aluminium and renewable energy company now operating in more than 50 countries worldwide. As a manufacturer of an infinitely recyclable material – aluminium – and a producer of hydroelectric power, Hydro has a century-long track record of innovation in technology and energy-efficient production, and is strongly committed to sustainability and the highest possible environmental standards.

In 2022, the company produced its first near-zero-carbon emission aluminium and, through significant investments in new facilities and groundbreaking technology, Hydro is determined to reach net-zero emissions throughout the entire value chain by 2050 or sooner. Through renewably powered production processes and products such as Hydro CIRCAL (recycled aluminium made from post-consumer scrap) and Hydro REDUXA (low-carbon aluminium), it also helps its customers on the path towards zero emissions and a circular economy.

hydro.com

Norwegian Presence 2023

First presented in 2015, Norwegian Presence brings the best of Norway's design and manufacturing to Milan Design Week in an annual showcase of the country's contemporary creative scene and the values, infrastructure and materials that shape it.

Via Pietro Maroncelli 2, 20154, Milan, Italy
18–23 April 2023

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