

Norwegian Presence

Landmark new
digital event series
set to celebrate
Norway's circular-
design economy

Three days,
three themes

Beginning on 18 February, a series of three half-day online events will bring together the best Norwegian designers and manufacturers to explore the ideas, values and aesthetic trends shaping design culture in Norway and beyond. Although each of the events will centre on a distinct theme, the overarching focus will be on the drive towards a circular-design economy, and the environmental and social sustainability inherent in Nordic design infrastructure.

Three days, three themes

18th February 2021
Circular design vs mass
production

25th March 2021
From maker to museum

22nd April 2021
A new paradigm in interior
design?

Although the events will maintain **Norwegian Presence's** customary approach of uniting the nation's cutting-edge designers with its most progressive and forward-thinking manufacturers, the re-energised programme will offer a much more dynamic and engaging experience than a static physical exhibition.

“Disruption always sharpens one's senses. We look forward to presenting the unique voice of innovative Norwegian designers and manufacturers on a brand new digital platform which allows storytelling in a different and far reaching way. We have a great opportunity to stand out and to communicate the important cornerstones of Norwegian production, powered by these digital initiatives.”

– Tor Inge Hjemdal, CEO, DOGA

Each of the **three half-day events** will comprise a programme of round tables, panel discussions and exclusive film content featuring the designers and manufacturers of Norwegian Presence. There will also be opportunities for attendees to personally engage with Norwegian Presence designers and manufacturers, place orders and commissions, and ask questions about their work.

The online home for the series will be; norwegianpresence.no/2021, and talk recordings and films from each of the three days will be available to view after each event, steadily transforming the site into an archive of design resources and insights into Norway's close-knit creative culture of craft, design and manufacture. Selected products and prototypes from participating designers/makers will be showcased in detail on the site, with high-quality new photography to capture textural details and films to take the viewer behind the scenes of the design and production process.

Each event will explore a key contemporary design topic →

18th

February

2021

Circular design vs mass production

Norway's leading brands are already ahead of the curve when it comes to closed-loop production methods, sustainable material resourcing and socially beneficial business models. This event brings individual designers together with major industrial producers to explore how the principles of sustainability and a culturally inherent appreciation of landscape and the environment characterise Norwegian making from micro to macro scales.

Participants include, but are not limited to, contract furniture producer **NCP**, producer of the Snøhetta S-1500 chair, made from recycling plastic waste from the local fishing industry; **Lundhs**, the largest producer of natural stone in Northern Europe; **Sofie&Tiange**, who design everyday objects, inspired by the diversity of their different cultural backgrounds; **Poppy Lawman**, designer of the **Papir Stein chair** made from Norwegian spruce pulp at the 122-year-old paper mill **Hellefoss**; and recyclable-aluminium pioneer **Hydro**.

25th

March

2021

From maker to museum

One of the defining characteristics of Nordic design culture is a deep appreciation of craftsmanship and a concomitant respect for honest materiality. This sensibility doesn't stop at the factory door; craft is ingrained in the approaches of Norwegian manufacturers operating at even the largest scales. Looking through the lens of a growing appreciation of bespoke design and small-batch production, this event will explore the path from designers and craftspeople to museums and collectors, and consider the role that manufacturers play in the journey between the two.

Participants include furniture designer and carpenter **Philipp von Hase**; **Ali Gallefoss**, who is exploring the material fusion of **Hydro's** aluminium and natural stone from **Lundhs; Hamran**, creator of the new craft-driven kitchen concept, Made by Wood; **Vilde Hagelund**, with degrees in both multimedia technology and product design she's named one of the world's most promising young design talents by Wallpaper*; and **Volver**, a Norwegian design studio that creates rugs for private and public spaces with a focus on artistic expression and collaboration.

22nd

April

2021

A new paradigm in interior design?

The Covid-induced blurring of the boundaries between homes and workspaces has coincided with an aesthetic shift. The distinction between private and public spaces are breaking down, and a new 'resi-mercial' style is emerging – characterised by warmth, texture, personality and intimacy. This event explores how new products and prototypes in Norwegian industrial design are reflecting these new interior trends, and how the designers and makers of Norwegian Presence are responding to the shift.

Participants include **Håvard Dybwad** and **Øyvind Wyller**, designers of the flatpack 'Stick' coffee table in stone, wood and aluminium; **Fjordfiesta**, producer of timeless Nordic furniture; Kiki Plesner, founder of **Plesner Patterns**, a Norwegian pattern design studio focusing on textiles and wallpapers; **Tobias Berg**, designer of the Kvitre armchair which could be easily repaired or replaced in response to wear, tear or simply the user's changing style and taste; and **Gudrun**, a small, family-orientated company, producing pillows and cushions with sustainable, high-quality wool.

Designers & manufacturers

Dybwad&Wyller, Fjordfiesta,
Ali Gallefoss, Gudrun, Vilde
Hagelund, Philipp von Hase,
Hamran, Hydro, Tobias Berg
Johannessen, Poppy Lawman,
Lundhs, Plesner Patterns,
NCP, Nils Stensrud, Sofie&Tiange,
Volver Studios

The designers and makers taking part in 2021 were originally selected for inclusion for **Norwegian Presence's** cancelled Milan showcase in 2020. In keeping with the deep-rooted focus on sustainability, the curatorial team of Benedicte Sunde of DOGA and Marit Haugen of Oslo architects Haugen/Zohar looked for designers who demonstrated innovative approaches to naturally low-carbon materials, such as wood, aluminium, stone and paper.

From aluminium to natural stone, and textiles to plastic, the manufacturers featured by **Norwegian Presence** represent the forward-thinking production infrastructure that defines the country's making economy. Whether it's producing the greenest aluminium in the world (**Hydro**) or finding ways to transform used fishing nets into furniture (**NCP**), each has embedded sustainable innovation in its business, offering a model of socially conscious, low-carbon manufacture at scale.

By bringing the two groups together in this way, the **Norwegian Presence** events will demonstrate the importance of the relationship between designer and manufacturer, and its role in shaping and sustaining Norway's creative ecosystem.

Designers

Ali Gallefoss
Vilde Hagelund
Philipp von Hase
Tobias Berg Johannessen
Poppy Lawman
Plesner Patterns
Nils Stensrud
Sofie&Tiange
Dybwad&Wyller

Manufacturers

Hydro
Lundhs
Hamran – Made by Wood
NCP
Fjordfiesta
Gudrun
Volver Studios

More information coming soon:

@norwegianpresence

norwegianpresence.no

The digital difference

As well as eliminating the need for physical travel – a huge carbon saving – the decision not to host a physical exhibition brings other advantages, enabling the organisers to develop a much more considered and dynamic programme that vocally engages with the issues facing global design today.→

The absence of a physical exhibition obviously creates a challenge when it comes to showcasing products and prototypes. Without the ability to inspect the textures and fine detail of design objects, materiality and tactility risks being lost in the digital realm. For **Norwegian Presence 2021**, DOGA hopes to recapture this missing dimension through film, as well as seizing the opportunity to explore the human stories behind each piece in greater depth than a physical exhibition would allow.

“As we are losing an important aspect of being at a physical fair, we have to find new ways of creating that connection. Any purchase you make is based on an emotion. If we cannot touch and feel the quality to create that emotional connection, what will it take to develop it in different ways? We believe a big bonus of going digital is that we can get a sense of the people behind the object we are presenting. We can offer more in-depth conversations, highlighting reflections on the participants’ designs and why they stand out as a high-quality product worth investing in. Why do they design? What’s important to them? What does working sustainably mean to them?”

– Tor Inge Hjemdal, CEO, DOGA

All event content – talks, films, and product galleries – will remain available to explore on norwegianpresence.no/2021 after each event, allowing visitors to catch-up on missed talks, rewatch films, and browse exhibitors’ work at their leisure.

After the three events, DOGA will be left with a state-of-the-art digital platform that can either host – or form an integral part of – future exhibitions, helping Norway’s designers and producers reach wider international audiences than the old static model of design fair shows ever could.

Norwegian Presence 2021 kicks off on **18 February**.

Sign up for **free tickets** at eventbrite.com/o/doga-32295336887

For more information
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Norwegian Presence

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.

Norwegian Presence is supported by **The Royal Norwegian Ministry of Foreign Affairs, The Royal Norwegian Embassies in London and Stockholm, Innovation Norway, Hydro, Lundhs** and **Jotun Powder Coatings**.

Website norwegianpresence.no
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Norwegian Ministry
of Foreign Affairs



Norwegian Embassy



Innovation
Norway



Hydro



REAL
STONE
LUNDHS



Design and Architecture Norway (DOGA)

Situated in central Oslo, **Design and Architecture Norway (DOGA)** is a driving force behind sustainable value creation through design and architecture. DOGA facilitates collaboration between creative talents and businesses and works to strengthen the role of design and architecture in shaping the Norway of tomorrow.

doga.no



