

**Full Circle: Norway to celebrate community
and sustainability at Salone**

by

**Norwegian
Presence**



JOIN

PRESS RELEASE
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9-14
April 2019

via Savona 35,
Zona Tortona

INTRODUCTION

- Norway returns to Zona Tortona with a collective exploration of community and sustainability through Norwegian design, crafts and manufacture.
- Three of the country's most influential creative organisations join forces once again: **Design and Architecture Norway (DOGA)**, **Klubben** and **Norwegian Crafts**.
- Curators **Kråkvik&D'Orazio** explore the social, environmental and economic dimensions of circular design – in both designer and maker selection and exhibition design.

In the last four years, Norway's annual Salone exhibition has established a reputation as one of the highlight events of Milan Design Week, proudly championing the country's **collaborative design ethic** and production infrastructure to an international audience of thousands.

“The exhibited objects highlight how the boundaries between craft and design aren't as clear as before. Designers no longer design solely for mass production. Why should we design a new thing? It's about the principle. In addition to aesthetics, the object must have a value in terms of materiality or durability. The items we have chosen must give something in return – through longevity, decomposability or the way in which they are produced.”

Jannicke Kråkvik

On 9–14 April, **21 of Norway's most forward-thinking designers and craft artists** return to Zona Tortona for the second year, alongside seven of the country's leading manufacturers. In a three-room space that was once a garage, they present JOIN by Norwegian Presence – a five-day exhibition calling on and championing the power of collaboration and connection to design a sustainable future.

Through furniture and textiles, sculpture and ceramics, lighting and jewellery, exhibition curators – the internationally renowned creative studio **Kråkvik & D'Orazio** – are exploring the design understanding of sustainability from a big-picture perspective, not only in terms of using renewable or recyclable materials and considering environmental impact, but also considering its economic and social dimensions.

Drawn from both realms of design and craft, the products and pieces on show have all been chosen for the way in which they represent a commitment to principles of sustainability and/or community in form, process, and function. Once their design has been chosen, each of the featured makers worked with the curatorial team to find ways of maximising the sustainable qualities of their contribution.

Kråkvik&D'Orazio
Curator

EXHIBITION DESIGN

JOIN's commitment to these ideas is reflected on the exhibition design itself. Conceived by Oslo-based designers **Kristine Bjaadal** and **Hallgeir Homstvedt**, the set is constructed entirely from recyclable and reusable materials, allowing it to be dismantled and repurposed once the show ends.

Materials such as Valchromat – made from recycled wood and coloured with natural dye – have been used to make the structural components of the set, all shipped flat-pack and assembled on site. Reflecting the title – JOIN – Bjaadal and Homstvedt have also chosen to leave various joints and screws holding the set together exposed to view, and have developed a distinctive exhibition motif to underline the idea of connection and cyclicity.

“We noticed that a lot of the products chosen for the exhibition were conceived around a circular shape. With the title JOIN and the exhibition's focus on collaboration and sustainability, the circle seemed the natural symbol to use. The shape will appear in many different ways – as details in mobile walls and modules, for example, and in Volver's circular rugs.”

Kristine Bjaadal

Bjaadal&Homstvedt
Exhibition Design

Following their work on previous Milan exhibitions **Norwegian Presence (2015)**, **Structure (2016)**, **Everything is Connected (2017)** and **Norwegian Presence (2018)**, three of Norway's most cultural institutions are once again joining forces to present the exhibition: **Design and Architecture Norway (DOGA)**, designers' union **Klubben** and internationally focused maker network **Norwegian Crafts**.

HIGHLIGHTS OF THE SHOW INCLUDE:

- Bone jewellery by **Máret Anne Sara** and **Matt Lambert**. **Loaded – Keep Hitting Our Jaws** is a necklace made of reindeer jaw bone, metal wire and synthetic thread. **Pile Power** is a series of miniature skull jewellery in reindeer bone ash porcelain and metal. Both are made from leftover materials from artist Máret Anne Sara's **Pile O'Sápmi** project, exhibited at Documenta 14 in 2017. Created in collaboration with the artist Matt Lambert, the works highlight issues of sustainable development as it relates to indigenous peoples' practices and livelihoods across geography and culture. The collaboration also demonstrates the importance of intersectional work between minorities, in this case indigenous and queer practitioners joining together.
- **Kent Fonn Skåre's Universell** is a series of sculptural furniture made of scraps and offcuts from granite slabs found on construction sites in Bergen city-centre. Collected over a long period of time, the materials have been processed using simple techniques led by the components' own logic and sensory properties. By using locally sourced, leftover materials, the work explores alternative production methods, while simultaneously investigating an ambivalence concerning categories and the identity of shape.
- **Varde** by **Tron Meyer** is a sculpture in Norwegian stone and stainless steel consisting of split stones stacked in a cairn formation. Each stone exposes a core characterised by its volcanic origin approximately 290 million years ago, whereas the surface is the result of an ice age, where the gradual actions of motion and friction have left the stones with a rounded shape.
- **Mijo Studio's To** is an abstract interpretation of a chair inspired by the exhibition title. Using pigmented aerated concrete, high-resiliency foam and cotton, the designers explore how contrasting elements can merge to form a new conceptual whole that blurs the boundaries between art, crafts and design. Harnessed into a circle shape, the three materials' various characteristics are utilised and emphasised.
- **Duft** by **Kaja Solgaard Dahl** is a series of aromatic sculptures made using polished larvikite, cast porcelain and naturally scented oils. The objects explore the possibilities of assigning aesthetic forms to scents, with fragrances of the Norwegian landscape infused in the materials.
- **KnudsenBergHindenes** present **Hive**, a flexible storage unit in natural and black wood-stained oak, with elements of anodised aluminium. Both a chest of drawers and a cabinet, it consists of independent sections that can be stacked according to the needs of the user. Chosen for their sustainable qualities, the materials used are both recycled and recyclable.
- A selection of products representing the work of seven of Norway's highest-quality furniture manufacturers, all with proven commitments to sustainable making. These include custom handmade circular rugs from textile design studio **Volver** – which Kristine Bjaadal and Hallgeir Homstvedt have used in specific colours to denote defined areas within the exhibition – and renowned makers **Vestre**, who have created outdoor furniture for the exhibition's courtyard entrance, referencing the golden tones of the building itself.

EXHIBITOR LIST

DESIGN

Erik Wester
Henrik Ødegaard
Kaja Solgaard Dahl
Kim Thomé
KnudsenBergHindenes
Marte Frøystad
Martin Høgh Olsen
Mijo Studio
Noidoi
Stine Aas
Vera & Kyte

CRAFT

Anita Hanch-Hansen
Kent Fonn Skåre
Máret Anne Sara
and Matt Lambert
Tron Meyer

MANUFACTURE

Elementa
Fjordfiesta
Gudbrandsdalens Uldvarefabrik
Krafted
Varier
Vestre
Volver



JOIN by Norwegian Presence

Venue
via Savona 35

Area
Zona Tortona

Dates
9–14 April 2019

Opening times
11–19:00 (Tues–Sat)
11–17:00 (Sun)

Norwegian Presence is supported by The Royal Norwegian Ministry of Foreign Affairs, Innovation Norway, The Federation of Norwegian Industries, Hydro, Lundhs and Oslo Design Fair.

Exhibition design Kristine Bjaadal
 & Hallgeir Homstvedt

Styling by Kråkvik&D'Orazio

Website norwegianpresence.no
Instagram @norwegianpresence
Facebook /norwegianpresence

Klubben

Founded by designers Victoria Günzler, Sara Wright 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.

klbbn.no

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

Norwegian Crafts

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 field, with an emphasis on four main areas: exhibitions, market development, critical theory, and networking and residencies.

norwegiancrafts.no