

## Inside Norway: a celebration of extraordinary design

### Eight leading makers exhibit at the Ambassador's Residence

On 20–21 October 2021, eight of the most respected, storied and innovative brands in Norway come together at the Norwegian Ambassador's Residence for a one-of-a-kind design event in the heart of London.

Inside Norway is an exclusive, invitation-only opportunity to discover a diverse hand-picked selection of contemporary furniture, lighting and home accessories from some of the nation's leading creative talents. Organised by the Federation of Norwegian Industries – Design Industry (Norsk Industri), in collaboration with the commercial design specialist Alice Breed Agency, the exhibition aims to introduce the cream of Norwegian creativity and manufacturing talent to the UK's design landscape.

Selected pieces from the eight manufacturers' product ranges will be displayed throughout the Ambassador's Residence for the three days of the event. Although highly varied in material, method and function, the pieces are united by the characteristic features of Norwegian design: aesthetic simplicity, material honesty, contemporary style, and a sustainable approach.

*"Inside Norway is a different kind of design exhibition. Held in the intimate and atmospheric surroundings of the ambassador's residence, it will enable visitors to appreciate and personally connect with the quality, creativity and variety of making in modern-day Norway. We're excited to see the impact the show has and the opportunities that emerge."*

– Ragnhild Grytten, Norsk Industri

## Makers and materials

The eight manufacturers represent the full spectrum of Norwegian making, encompassing a wide range of production techniques, combining manual craft skills and machine-engineered precision, and representing a variety of materials: stone and glass, timber and textile, ceramics and light.

*“Although uniquely different, all the brands at Inside Norway share a wholehearted commitment to craftsmanship, design and quality, and the visitors will not only experience great products but also get an impactful impression of the Norwegian lifestyle.”*

– Christian Gj. Vassdal, Markedsansvarlig/Marketing Manager, Figgjo

## 1. Eikund – mid-century Norwegian furniture



Established in 2016, Eikund is the 21st-century home of the icons of Norwegian mid-century design. Founded with the aim of elevating Norway’s design heritage to the level of recognition enjoyed by its neighbours in Denmark, Sweden and Finland, Eikund manufactures furniture from the country’s most accomplished designers of the 1950s and ’60s – always with a keen eye for quality and a strong focus in sustainable production.

At Inside Norway, the brand showcases some of the most cherished products in its portfolio, including Torbjørn Afdal’s award-winning 1958 Broadway lounge chair

alongside his beloved Hunter lounge chair with its double-layer saddle-leather seat. Two of Torbjørn Bekken's sculptural Veng designs – a lounge and armchair – will be shown alongside his Evja coffee table. Finally, Fredrik A Kayser is represented with three strikingly different pieces: his iconic and beautifully crafted Krysset lounge chair, the exuberantly comfortable Fluffy lounge chair, and the light and elegant Hertug dining chair.

## 2. Volver – handcrafted contemporary rugs



Volver produces curated collections of high-end artistic rugs for private and public spaces. All the brand's products are made by hand using natural materials – wool, bamboo, silk, jute and organic cotton – and fuse Norwegian design, modern digital technology and traditional textile crafts from Scandinavia and India.

Inside Norway will be Volver's first foray into the UK, and the brand is marking the collaboration with its first cross-cultural design collaboration – a series of four rugs by British designer Yorgo Lykouria from Rainlight Studio. The Yggdrasil collection merges Norse myth and British street art, taking the world tree of Yggdrasil and the three Norn who shape human fate as inspiration for a series of exquisitely colourful, texturally rich designs, tufted and 3D sculptured by hand in New Zealand wool.

### 3. Northern – modern Nordic lighting, furniture and accessories



Founded in 2005, Oslo-based Northern began as a small company specialising in the design and manufacture of contemporary lighting with a distinctly Nordic look and feel. The brand has since expanded to encompass furniture and interior accessories, all united by the values of Nordic simplicity, natural materiality, contemporary elegance and traditional craftsmanship.

At Inside Norway, Northern showcases new additions to its collections for autumn 2021, alongside a curated selection of perennial favourites, all but one of which have never before been shown in the UK. New designs include Mark Braun's Treble Bar Stools in leather, oak and powder-coated steel; Rudi Wulff's sleek Hifive media-storage system; Ann Kristin Einarsen's self-watering oasis flowerpots in terracotta; and new lighting designs from Atle Tveit and Birger Dahl.

## 4. Heymat – high-design doormats



Founded and run by a husband-and-wife team, Heymat produces industrial-quality doormats infused with contemporary Norwegian design. Built on the idea that doormats are the first part of a home that meets both residents and guests, Heymat strives to elevate what is traditionally a very functional product to the highest standards of design. Founded in 2016, the company made the material switch from nylon to recycled PET in 2017 – a key step in its journey to a more sustainable and circular production process.

Alongside best selling designs such as colourful Mix – a favourite since the brand's inception, the outdoor mat collection Heymat+, and the brand's new Zen carpet tile system – all featuring designs by Heymat's long standing collaborator Kristine Five Melvær.

## 5. Figgjo – timeless porcelain tableware



Named after the region in which it is based, Figgjo is the only remaining Nordic porcelain manufacturer. Founded in 1941, the company has designed and crafted the highest-quality tableware for the professional market for 80 years, offering a winning combination of durability and timeless, understated elegance. The Figgjo aesthetic is rooted in the brand's form-follows-function philosophy, with every decorative detail in service of the product's purpose. This results in a clean-lined, characteristically Scandinavian look. Figgjo's vitrified porcelain is made using a proprietary ingredient that improves its strength and durability, which ensures the brand's products will stand the test of time, and potentially last for generations. As well as producing products that last – both in terms of quality and design – Figgjo strives towards achieving zero-waste production, recycling all clay and reusing excess glaze.

The brand is bringing its leading product lines to Inside Norway: Base, a full set of 30 pieces with a soft, organic look; and Pax, created in collaboration with the Swedish National culinary team and the designer Jens Fager. Figgjo's new decorative addition to the Base collection, the 'Japandi'-style Figgjo ELA is a versatile design with a muted colour scheme and a naturally inspired pattern, which makes its UK debut at Inside Norway.



## 6. Fora Form – furniture for shared spaces



Fora Form has been making furniture for almost a century. One of the largest such manufacturers in Scandinavia, the company specialises in products for offices, dining rooms, events spaces and communal areas – anywhere that humans come together to meet, talk, share ideas. Fora Form’s products are focused on enhancing the experience of public environments, with a particular emphasis on facilitating interaction.

At the Ambassador’s Residence, Fora Form presents a selection of workspace furniture, including the Kove sofa by the young duo Morten & Jonas, which is designed to create a zonal partition within a space without closing it off, and incorporates opportunities to personalise the furniture with trays and flowers. Kove will be presented alongside some of Fora Form’s meeting-space chairs, including Fjell, which Lars Tornøe created for more formal conference spaces, and Jon Fauske’s Knekk stools, designed for us in creative spaces and workshops.

## 7. Hadeland Glassverk – mouth-blown crystal lamps



Founded in 1762, Hadeland Glassverk is one of Norway's longest-running manufacturers, known for the beauty of its mouth-blown glass and for pushing the boundaries of design while maintaining traditional craft-led methods of production. Every lamp is made by hand in Hadeland, either mouth-blown and individually shaped, or made using a handmade wooden mould made by the resident mould-maker. The process is lengthy and intensive, often involving as many as four glass blowers and a cooling period of several days before diamond-grinding and polishing to finish the piece.

Hadeland Glassverk's design team is led by the award-winning lighting designer Maud Bugge, who has worked with the manufacturer for more than 30 years. In that time she has produced countless designs, including, among others, commissions for churches, hospitals and Norway's largest mosque, as well as the eight-tonne chandelier that hangs in Oslo Opera House. At Inside Norway, Brugge will personally introduce visitors to a selection of Hadeland's handmade crystal lamps, sharing the stories and inspirations behind each.



## 8. Lundhs – Norwegian natural stone



Norwegian quarrying company Lundhs is the largest producer of natural stone in Northern Europe, with over 100 years of heritage in the sourcing and supply of Norway's unique larvikite stone. As well as providing raw stone to global factories making worktops, tiles, cladding, Lundhs supports and collaborates with new designers and artists in order to discover and promote innovative applications for natural stone, as well as finding applications for offcuts and production waste.

This October, Lundhs uses the opportunity of Inside Norway to demonstrate the diversity of applications for natural stone – from furniture and interior items made by some of the most admired Norwegian designers, to building exteriors, kitchen surfaces, tiles, and outdoor spaces. Pieces from the Essence collection of kitchenware by Thomas Jenkins and Sverre Uhnger will be on display, as well as Vera & Kyte's Epilogue collection of home accessories made using surplus material from Lundhs' production facilities.

### Attending Inside Norway

The exhibition is open on an invitation-only basis from Wednesday 20 October to Thursday 21 October, with a press preview on the evening of Tuesday 19th. To attend, request further info or obtain images, please contact [emily@zetteler.co.uk](mailto:emily@zetteler.co.uk).

## Notes for editors

### Inside Norway

20–21 October 2021

London W8

#### *Opening times*

Press preview Tuesday 19 October	5pm–7pm
Wednesday 20 October	10am–6pm
Thursdays 21 October	10am–4pm

Inside Norway is supported by the Royal Norwegian Embassy in London.



Norwegian Embassy

### Norsk Industri

The Federation of Norwegian Industries (Norse Industry), represents around 3,000 member organisations across industrial sectors, engaging in the most important industrial and business policy issues of the day on their behalf. Inside Norway is an exhibition project established by the federation's Design Industry division to promote Norwegian design and products abroad.

[norskindustri.no](http://norskindustri.no)

### Alice Breed Agency

The Alice Breed Agency is a commercial consultancy specialising in contemporary design products. Alice provides consultancy to manufacturers and professional trade bodies who want to establish or grow their presence in the UK and Ireland. Alice is an experienced event organiser, having been part of the team of the trail-blazing UK design event 100% Design in the 2000s. Since then, the Alice Breed Agency has organised bespoke events for manufacturers and designers, ranging from London exhibitions and social events to visits to manufacturer's facilities and design fairs. Alice is also the director of the commercial design agency DNA Partners and represents some of Europe's leading contemporary design brands in the UK.

[@alice\\_breed\\_agency\\_uk](https://www.alicebreedagency.co.uk)