

100% NORWAY

by
Bergen Academy of Art and Design

Since 2003, the 100% Norway exhibition has been a mainstay of the London Design Festival and one of the key events on the Scandinavian design calendar, showcasing the best of Norwegian furniture, space and product design to an international audience of professionals, design aficionados and the public.



Cool With Wool - Aud Julie Befring

For the 2014 show, held at **TENT London** in Brick Lane's **Old Truman Brewery**, the exhibition will be curated by the **Bergen Academy of Art and Design (KHiB)**, juxtaposing – for the first time – the work of established designers with the best pieces created by Norway's current generation of students, the internationally renowned names of the design world of tomorrow.

Designed by KHiB professors **Dave Vikøren** and **Petter Bergerud**, the look and feel of the exhibition draws inspiration from Norway's untamed natural landscape, one of the most influential sources of inspiration for Scandinavian designers. Vast stretches of ocean and rugged mountainscapes provide the ideal backdrop to a wide-ranging exhibition focused on the themes of curiosity, experimentation and innovation.

This year, KHiB presents an overview of the design process – a 'lifetime of design' – from education at BA and MA level to the height of a professional career. An expertly curated selection of student works from Norway's higher education institutions will be exhibited alongside the work of seasoned designers at the peak of their powers.

The exhibition, featuring more than 50 products from more than 40 designers, is divided into three parts.

1: EXPERIMENTS

Dedicated to mock-ups and prototypes, this part of the exhibition showcases projects emerging from experiments with different materials, tools and techniques. Expect to see ingenious new concepts in lighting and furniture, including this selection:

- **Torsteinsen Design's** coat rack, fashioned from a nexus of branches
- **Hanne Kommedal's** reinvention of the nursery chair – for adults
- **Christopher Konings'** revolutionary tactile watch
- **Lina Vinju Lindahl's** elephant recycling station – for kids



Elefant - Lina Vinju Lindahl

2: EXPLORATION

This selection of student projects, from MA design programmes of Norway's universities and design academies, gives an insight into the creative and material interests of Norway's designers of the future. Students at **Oslo National Academy of the Arts**, **Oslo School of Architecture and Design**, the **Norwegian University of Science and Technology**, **Akershus University College** and **Bergen Academy of Art and Design** were invited to submit their work for consideration in this category. Just 6 projects were chosen for display this year's show, as follows;

1. **Camilla Akersveen** has designed *Mindful Eating* to enhance the sensory experiences of food.
2. **Daniel Ness Turco's** *Blant Øyer Og Skjær* aims to develop recreational swimming areas around the island of Geiteskjær in the Oslo fjord encouraging an innovative interaction with nature.
3. **Even Wennerberg's** *ElectriCity*, an electric bicycle blending classic design with modern tech.
4. **Tina Alnæs, Go, The Adaptable Child Carrier** designed to challenge the common concepts of mobility by offering an ergonomic back-carrying, weight-relieving stroller in a single product.
5. **Une Nordli + Sigrid Thoresen Sandnes** have designed *Turglede På Boks*, an innovative product made in collaboration with The Norwegian Trekking Association (DNT) aiming to shed light on voluntary work by encouraging people to contribute small tasks while visiting DNT's cabins.

6. **Ocean Industries Concept Lab's** *Ulstein Bridge Concept* aims to improve current fragmented shipping bridges by redefining them, changing everything from room layout to user interfaces.



Mindful Eating - Camille Akersveen

3: PRODUCTION

An overview of the best contemporary work produced by Norway's professional designers, or native Norwegians currently working internationally. The 22 pieces include:

- Combinable kids' playhouses from **Studio 17**
- Reimagined forest wallpaper patterns from **Scandinavian Surface**
- The cosiest, most practical chair ever, from **Angell, Wyller & Aarset**
- A coffee table inspired by ancient Guatemalan civilization from **Lars Beller Fjetland**



Maya - Lars Beller Fjetland

NOTES FOR EDITORS

100% Norway 2014 will take place at **Tent London** at the Old Truman Brewery, part of the **London Design Festival**.

18–21 September 2014

Opening hours:

Thu 18 10am – 7pm

Fri 19 10am – 8pm

Sat 20 10am – 8pm

Sun 21 11am – 6pm

100% Norway 2014 has been **curated** by the **Bergen Academy of Art and Design (KHIB)** and will be **hosted** by the **Norwegian Design Council**, the **Norwegian Ministry of Foreign Affairs** and the **Royal Norwegian Embassy** in London.

Please send all press-related enquiries and image requests to **Sabine Zetteler**:

E: hello@sabinezetteler.com

T: +44(0) 7791 568890

www.100percentnorway.com

@100Norway

#100Norway2014

FULL LIST OF EXHIBITORS BY CATEGORY

For full profiles of all designers and products, please visit www.100percentnorway.com.

If you require the PDF press pack and high resolution images, email hello@sabinezetteler.com.

1: EXPERIMENTS

1. Aud Julie Befring - *Cool With Wool* and *Sting*
2. Bare Møbler - *Mountains*
3. Bjørn van den Berg - *Attach*
4. Caroline Olsson - *Peacock*
5. Christopher Konings - *Touch*
6. Domaas/Høgh - *Aurora*
7. Everything Elevated - *The Passivation Project*
8. Gard Flydal Rorgemoen - *Bøy*
9. Hanne Marthe Kommedal - *UNO*
10. Hedda Torgersen - *BOO*
11. Kiyoshi Yamamoto - *Materials as Metaphor*
12. Lina Vinju Lindahl - *Elefant*
13. Margit Seland - *Tuthanka*
14. Martin H. Larsen - *1+1*

15. Martin Solem - *Plywood Profiles*
16. Morten & Jonas - *Bit by Bit, Nod and Selfie*
17. NOIDOI - *Bølgen and Pulse*
18. Of A Kind - *Argus*
19. Philipp Von Hase - *Signa Ligna*
20. Runa Klock - *Mountains*
21. Siren Elise Wilhelmsen - *Garm & Co, Kvelden and Ly*
22. Sverre Uhnger - *Neer*
23. Torsteinsen Design - *Mutum*
24. Vera & Kyte - *Apparel and Topiary*

2: EXPLORATION

1. Camilla Akersveen - *Mindful Eating*
2. Daniel Ness Turco - *Blant Øyer Og Skjær*
3. Even Wennerberg - *ElectriCity*
4. Tina Alnæs - *Go, The Adaptable Child Carrier*
5. Une Nordli + Sigrid Thoresen Sandnes - *Turglede på boks*
6. Ocean Industries Concept Lab - *Ulstein Bridge Concept*

3: RESULTS

1. Allan Hagerup - *Move*
2. Anderssen & Voll - *Oslo, Senso and Tibu*
3. Andreas Engesvik – *Bunad Blankets*
4. Angell, Wyller & Aarseth - *Saddle*
5. Anti - *Bergen International Festival*
6. Atle Tveit - *Acorn and Air*
7. Hallgeir Homstveit - *Chamberlight*
8. Holedesign - *L2*
9. Flo Scandinavia – *Kaibosh Eyewear Concept*
10. KnudsenBergHindenes - *CUP and SAYO*
11. Lars Beller Fjetland - *Maya and Touchwood*
12. Permafrost - *Stokke Steps*
13. Scandinavian Surface - *Mosaic Forest*
14. StokkeAustad - *RBM Noor*
15. STUDIO 17 - *X-Hus*
16. Torsteinsen Design AS - *Stix*
17. Studio Vibeke Skar, Studio Jens Praet - *Evergreen*