

Norwegian Presence

Norwegian Presence 2020

Norway's sustainable-design showcase returns to Milan to celebrate circular production

21–26 April 2020

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Photoshoot by Lasse Floede at the Munch Museum for Norwegian Presence.

Norwegian Presence

Back at Milan Design Week for a sixth year – and to Zona Tortona for a third – Norwegian Presence brings the best of Norway’s creative talent to the world design stage, shining a spotlight on the designers and manufacturers blazing a trail in the realms of circular production and sustainable design thinking.

The 2020 edition of Norwegian Presence returns to the theme with an even sharper focus. The curatorial team, Marit Haugen from Oslo-based architects Haugen/Zohar and Benedicte Sunde of DOGA (aka Design and Architecture Norway), has selected 11 of the nation’s designers who are working with natural lower-carbon materials such as wood, aluminium, stone and paper, developing intriguing new applications for them.

“Honest design is the future. In the coming decades, transparency in all stages of the production process and product life cycle will be the backbone of the designer’s philosophy. The designers presented in this year’s exhibition are showcasing design for future generations – experimental and aesthetically attractive approaches that can serve as models for designers to come.”

– Benedicte Sunde, co-curator, Norwegian Presence



Preview image for Vilde Hagelund, designer participating in Norwegian Presence 2020.

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Products and prototypes from these visionary makers are presented alongside work from eight Norwegian manufacturers who have put sustainable innovation into action on an industrial scale, providing a real-life roadmap to low-carbon, socially conscious manufacture at scale.

Architects Haugen/Zohar have also been selected to do the exhibition architecture, transforming the exhibition venue on Via Savona with a spectacular set that both showcases each product and helps tell the story of its production, from raw material to finished work.

“The party’s over! Material innovation and the reduction of CO2 emissions must be at the forefront of all industries. For us as architects it is interesting to work with designers and take a deep dive into materials like aluminium, stone, wood and paper. Our ambition is to put Norwegian circular design on the world map through a rich and thought-provoking exhibition.”

– Marit Justine Haugen, co-curator and exhibition architect,
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As well as giving festival-goers an opportunity to discover the very best of Norway’s contemporary furniture and product design, Norwegian Presence also challenges them to consider critical issues such as the use of resources, the possibilities of ethical manufacture, and the relationship between material quality and product longevity.

Norwegian Presence presents an optimistic blueprint for the future of making, and offers visitors a compelling demonstration of how the problem-solving approach that characterises Norwegian design might hold the key to a better life for both people and the planet.

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First products from Nils Stensrud's experimental Variations in Birch series.

Designers and products

Product designer **Andreas Bergsaker** creates everyday items with an emphasis on craftsmanship, tactility and longevity. His contributions to Norwegian Presence typify this approach, with each made from a different sustainable material.

Monoblock is a family of solid-wood side tables crafted from Norwegian pine, inspired by the forms of 1950s and '60s TV sets. In order to reduce production waste, the fully recyclable Korpus wall shelf is hand-tooled from a single sheet of laser-cut aluminium, and features a hook for hanging objects.

Emerging product-design talent **Vilde Hagelund** presents her award-nominated master's thesis, Objectum, and the products it led her to create – **Pedestal** and **Remissus**. Objectum was a material exploration of birch wood in which Hagelund created 60 3D objects over 60 days. The library of forms and the techniques she developed led her to create a family of objects including the Remissus dishes and the Pedestal table.

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Graduates of Oslo's Architecture and Design College, **Tiange Wang** and **Stine Sofie Fevang Skinlo** began collaborating on furniture and product design in 2019. Inspired by the contrasts of their two cultures, Chinese and Norwegian, the duo **Sofie & Tiange** exhibit **Hylla** – a freestanding shelf in wood and aluminium – and **Leaf**, a LED lamp inspired by the natural silhouette cast by sunlight on a leaf. Leaf is made from recyclable aluminium, in collaboration with Hydro, and powder painted by Jotun Powder Coatings.

Oslo-based British designer **Poppy Lawman** (winner of Bo Bedre's best-newcomer design prize in 2019) unveils **Papir Stein**, a chair made from Norwegian spruce pulp produced by 122-year-old paper mill Hellefoss in Hokksund. Poppy focuses on transparent processes, locality, sculptural forms and slow design.



Innovative combination of aluminium and nature stone with commercial possibilities, by Ali Gallefoss for Lundhs.

The Bergen-based furniture designer and carpenter **Philipp von Hase** presents a new, material-efficient product in wood, paper and glass: the Una family of picture frames, made from steam-bent walnut or maple wood. He's also showing **Aaltobelli**, a portable folding table set that demonstrates new possibilities for micro living.

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Oslo Metropolitan University master's graduate **Tobias Berg Johannessen** presents **Kvitre** ('Chirp') a two-legged chair named after its birdlike legs. Powder-coated in a light cream colour, the steel frame holds a replaceable seat and backrest in a naturally patinating leather, or an untreated canvas made from 100% cotton.

A furniture designer and a lecturer at the Faculty of Architecture and Design at the Norwegian University of Science and Technology (NTNU), **Nils Stensrud** presents **Skala** and **Lulle**, the first products from his experimental **Variations In Birch** project. Skala serves at least three functions: table, stool and staircase, whereas Lulle is a daybed – both are seamlessly jointed using wooden plugs.

Founder of surface-design studio Plesner Patterns, **Kiki Plesner-Löfroth** creates textile and wallpaper patterns using analogue methods, which are then digitised, customised and digitally printed to order. She exhibits a range of textile-based designs, entitled **Frozen**, inspired by fleeting moments in nature and everyday life, forever preserved in pattern.

The design duo **Håvard Dybwad** and **Øyvind Wyller** met by chance in 2019 and began collaborating soon afterward. Made from oak, aluminium and larvikite by Lundhs, **Stick** is the result of their effort to develop an elegant, timeless and sustainable coffee table that can be flat-packed to maximise transport efficiency and easily assembled on arrival. The aluminium frame has been developed in collaboration with Hydro and powder painted by Jotun Powder Coatings.

An accomplished designer of products, furniture, interiors and exteriors, **Erik Wester** has been exploring the use of seaweed-based bioplastics to make items such as lampshades. At Norwegian Presence, he displays a lamp that shows the possibilities of this new organic material.

Currently enrolled in a master's programme at Oslo Academy of the Arts, **Ali Gallefoss** is creating experimental combinations of aluminium and natural stone from Lundhs, with a view to demonstrating the possibility of such a material fusion in commercial products.

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View of the S1500 by Nordic Comfort Products with Snøhetta. Photo courtesy Nordic Comfort Products.

Manufacturers

Chairs from fishing nets

Founded in Oslo in 1932 as Romo Fabrikker, **NCP** is now headquartered in Hemnesberget in northern Norway, where it is the region's only producer and retailer of contract furniture. Historically associated with plastic, NCP is now proactively committed to sustainable manufacture and a circular local economy. Recycling plastic waste from the local fishing industry and repurposed steel, NCP creates products such as the S-1500 chair designed with Snøhetta, which launched at Stockholm Design Fair 2019.

Innovations in 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

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designers and artists in order to discover and promote innovative applications for natural stone. At Norwegian Presence, Lundhs presents two product collections made from surplus material from the production process – **Essence** kitchenware and vessels designed by Thomas Jenkins and Sverre Uhnger, and the **Epilogue** collection launched in 2019 in collaboration with Norwegian design duo Vera & Kyte.

Cushions inspired by nature

Launched in 2019 by Rikke and Torkel Bye-Sondresen, **Gudrun** is a small, family-orientated company, producing pillows and cushions in sustainable, high-quality woven wool. Showing at Norwegian Presence, the brand's first collection was designed by Rikke, an interior designer, and features decorative stripes and textures in pastel shades inspired by Norway's late summer nights, beautiful sunsets and natural environment. All Gudrun's textiles are woven by Innvik AS in Stryn.

Norwegian wool

Gudbrandsdalens Uldvarefabrik (GU) has been making textiles for over 130 years. The family-owned manufacturer specialises in the production of high-end wool-based upholstery fabrics. Proudly bearing the motto 'Wool for Generations', GU keeps its environmentally friendly production process entirely in-house, from raw material to finished product. In 2020, GU launches **Redal**, a new textile design featuring a beautiful melange of greys interwoven with a sophisticated three-colour twist, as well as a new colourway for its wool-viscose mix **Koksdal**.

Norwegian wood

Made by Wood is a new collaborative design concept by Hamran, focused on the development of craft-driven kitchens and interior furnishing. It offers individually tailored design solutions in wood, built to the highest standards of Norwegian craftsmanship. Hamran – Made by Wood will be showing a modular kitchen design featuring worktops made from Lundhs stone, an outdoor kitchen, and the Under furniture series, crafted in oak by Hamran in collaboration with Snøhetta.

Natural rugs

Volver Studios provides curated collections of premium handmade rugs for private and public spaces. All products are made in natural materials – wool, bamboo, silk, jute and organic cotton – and fuse Scandinavian design, modern digital technology and traditional textile crafts from Scandinavia and India. For Norwegian Presence, Volver showcases a range of carpet designs by Kristine Bjaadal, Kaja Dahl and Andreas Siqueland.

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Eco-friendly urban furniture

Family-owned since its foundation in 1947, **Vestre** is a leading manufacturer of sustainable furniture for public spaces and urban environments. From its Oslo headquarters, Vestre collaborates with designers and manufacturers across Scandinavia to produce sustainable outdoor furniture. All materials are sourced in Norway and Sweden, and the production runs on 100% renewable energy. Vestre's products can be found in numerous locations both in Norway and around the world – from King's Cross in London to Times Square in New York. Vestre is showcasing the outdoor furniture **Stones** designed by Espen Voll, Tore Borgersen and Michael Olofsson, as well as new **Folk** benches from Johan Verde, and the **Munch** series created by Andreas Engesvik and Jonas Ravlo Stokke for the Munch Museum, opening this summer.

Iconic Norwegian furniture

With an ambition to manage, develop and reconnect with Scandinavian design heritage, architect Pål Lunder founded **Fjordfiesta** in 2001. Rooted in the aesthetics of Scandinavian design history, and driven to tackle the ethical and environmental challenges of the modern day, Fjordfiesta produces timeless furniture engineered to last for generations to come. The company is inspired by the beauty of Norway's natural landscape, and aims to represent, promote and progress Norwegian design culture through innovative design collaborations – three of which will be on display at Norwegian Presence. These are: **Scandia Senior Vipp**, a tilting executive lounge chair in laminated walnut or American oak by Hans Brattrud; Tron Meyer's **Cyclop** stool/table in Douglas fir wood (which made its debut as a prototype at last year's show); and a prototype of a new lounge-style addition to Rastad & Relling's **Bambi** chair family.

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Notes to editors

Venue: Via Savona 35

Area: Zona Tortona

Dates: 21–26 April 2020

Opening times: 11am–19pm (Tues–Sat), 11am–17pm (Sun)

Curator: Benedicte Sunde

Exhibition design: Haugen/Zohar Architects

Exhibitors

Designers

Andreas Bergsaker

Håvard Dybwad

Vilde Hagelund

Ali Gallefoss

Philipp von Hase

Tobias Berg Johannessen

Poppy Lawman

Kiki Plesner-Löfroth

Stine Sofie Fevang Skinlo

Nils Stensrud

Tiange Wang

Erik Wester

Øyvind Wyller

Manufacturers

Lundhs

Made by Wood

NCP

Fjordfiesta

Gudrun

Gudbrandsdalens Uldvarefabrik

Vestre

Volver Studios

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About 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, Innovation Norway, The Federation of Norwegian Industries, Hydro, Lundhs and Jotun Powder Coatings.

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About 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.

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