

— 10TH ANNIVERSARY —
100% NORWAY
— 2013 —

19–22 September 2013
Tent London, London Design Festival

Over the last decade, the 100% Norway exhibition has become a key date on the international design calendar, showcasing the best and most innovative products to emerge from the Norwegian creative scene. In this, our 10th anniversary year, we're thrilled to announce the most exciting line-up of designers yet...



Longstanding exhibition curators **Henrietta Thompson** (London) and **Benedicte Sunde** (Oslo) have introduced a '10 x 10' theme to the 2013 exhibition. Celebrating the past and looking forward to the future in equal measure, the exhibition presents 10 designers that represent Norway's prestigious design heritage (many of whom have exhibited in previous years), alongside 10 up-and-coming designers with an eye firmly on the future. As always, almost every product featured is a brand new design, and most will be making their debut appearance at the exhibition.

Hunting & Narud join us to design the interior space for a second year, with a colour palette inspired by the Norwegian sun at dawn and dusk. They intend to keep most of the exhibition materials in their natural state, using wood, metal, paper and glass, which will offer a warm contrast to the items on display.

To introduce the products and the creative minds behind them, filmmakers **Zetteler & Dunn** have created a series of short films that illustrate the exhibition's theme, presenting designers old and new in conversation about their inspiration, the meeting points of form and function, and the future of Norwegian design. The films are available to view at: www.100percentnorway.com.



In another first, 100% Norway is bringing the sun to London. All the way from Tromsø in the north of Norway, **Christine Istad and Lisa Pacini's** spectacular art installation, 'Sun', promises to light up East London like never before...

2013 Designer List

Representing Norway's design heritage:

1. **Cathrine Maske** *Apollo* vase and *Tokyo Box Collection*.
2. **Frøystad & Klock** *Figgjo Sans*.
3. **Heidi Winge Strøm** *HWS Fabrics*.
4. **Northern Lighting** (Atle Tveit & Sven Ivar Dysthe) *Acorn* and *Butterfly Copper* lamps.
5. **Permafrost** *Archipelago*, *Shipping* and *Offshore* wooden toys.
6. **Peter Opsvik** *Swing* chair.
7. **Sundays** *Frame* and *Pouf Daddy* outdoor seating.
8. **Tonje Skjervold, Vibeke Skar & Bielke+Yang** *Jewellerybox* by *Vist*.
9. **Torsteinsen** *Size* chair.
10. **Wik & Walsøe** *Rustikk* tableware.

Representing Norway's creative future:

1. **Cecilie Moi Sindum** *Carrara* glass tableware.
2. **günzler.polmar** *Waxandstone* candles and marble surface.
3. **Hunting & Narud** *Copper Mirror Series*.
4. **Ida Noemi & Caroline Olsson** *Epaulette* frame.
5. **Kristine Bjaadal Svale, Siska, Keepsake and Cloche** tableware.
6. **Kristine Five Melvær** *Soft Bowls, Liquid Light, Obelix* and *Spring*.
7. **Lars Beller Fjetland** *Equal* and *Cloche* chairs.
8. **Philipp von Hase** *Triolog* chair and *Spire* table.
9. **Strek Collective** *Allen* stool.
10. **Sverre Uhnger** *Oo* lamp and *Tuck* sofa.

Designer/Product Details

Permafrost lead the way with their new collection of wooden toys, entitled *Archipelago*, *Shipping* and *Offshore*. Both playful and thought-provoking, their bright minimal shapes address some serious questions about Norway's national identity and heritage. With more than 40 years' experience in the marine-furniture industry, **Sundays Design** present *Frame*, taking the clean, simple lines of Scandinavian interior design outdoors, and *Pouf Daddy*, an extremely strong and versatile collection of bold, brightly coloured soft blocks for indoor and outdoor use. The **Torsteinsen Design** has designed *Size* – a chair, they insist, to sit in, not on – suitable for both home and office use. **Peter Opsvik** is bringing his infamous *Swing* chair to the show, made of beech, suspended by ropes and inspired by the notion that people instinctually prefer movement to motionlessness.

Manufacturer **Northern Lighting** presents *Butterfly Copper*, originally designed by Sven Ivar Dysthe in 1964 and previously only available in white, and now reimagined in heat-treated copper; and *Acorn* by Atle Tveit, a smooth, tactile pendant lamp made from oak and aluminum. In *Apollo*, **Cathrine Maske** uses delicate photographic prints of endangered butterflies from the district around Oslo and transfers them to various thick glass vessels. She also exhibits her *Tokyo Box Collection*, made from opaque and transparent glass and which can be stacked in different colour combinations, enabling practical, sculptural and decorative dimensions. After a lifelong search to find a high-end, minimalist and well-

designed jewellery box, **Tonje Skjervold, Vibeke Skar, Bielke + Yang** got together and decided to make their own. *Jewellerybox by Vist* consists of three elegant jewellery boxes, made from Corian and lined in Norwegian wool.

Wik & Walsøe have exhibited as part of 100% Norway since their debut in 2007, and their success has been unprecedented. This year they shall showcase *Rustikk*, a collection of hand-painted, hand-glazed tableware available in intense coral, warm olive and delicate beige. With *Figgjo Sans*, **Frøystad & Klock** present an entirely new alternative to the knife and fork, designed to work in conjunction with the taste receptors on the tongue to enhance flavours. **Heidi Winge Strøm** exhibits her *HWS Fabrics* collection, through which she aims to highlight the process of textile manufacture, from design to final use, creating materials that interact with their environment.

Representing Norway's new generation of designers, **Lars Beller Fjetland** brings his *Equal* chair and barstool made from ash and cast aluminum using ancient construction methods commonly employed for old hammers and axes. *Cloche* is his clever three-part lamp intended for creating a private space in public areas, inspired by the delicate blooms of the bluebell and the bold industrial designs of the 30s and 40s. **Ida Noemi** and **Caroline Olsson** exhibit their first collaborative product, *Epaulette*, an innovative framing system with sides held together by L-shaped corner profiles in copper, liberating the frame from screws and fixed formats.

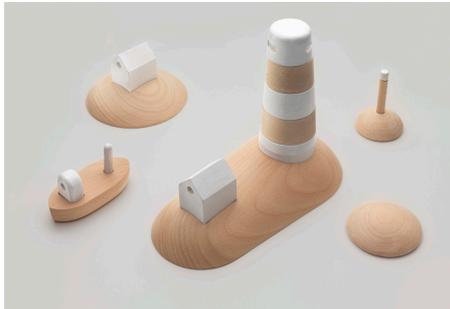
Kristine Five Melvaer presents her *Soft Bowl* series, which consists of three incredibly smooth, tactile bowls made purely of expertly worked beech. *Liquid Light*, inspired by the Cobbler's Lamp from the 17th century, contains a birch plate holding a glass carafe and candle. When the carafe is filled with liquid and the light is lit, the carafe works as a lens that amplifies the light. *Obelix*, her hand-made stoneware vases showcase her experimental lacquering process, creating rough and smooth surfaces mimicking the skin of plants, fruit and vegetables, and her *Spring* lamps – the tallest measuring 2m – give the impression of a glowing forest. **Cecilie Moi Sindum** has wide-ranging design experience from product, retail, lighting and interior design to artistic decoration and creating architectural building elements in glass: her stunning *Carrara* tableware collection makes its UK debut at 100% Norway.

Kristine Bjaadal's tactile *Svale* cup with its embossed lines, handle-less cup and wooden tray, encourages its user to stop what they're doing for a moment and focus on the action of drinking. Her *Siska* collection consists of a simple French press and coffee grinder made of porcelain, cork, steel, wood and leather. *Keepsake* comprises two wooden shells that can be used separately as small bowls, or together as a closed capsule and *Cloche*, a sculptural, porcelain form that can be used both as a small bowl and as a cloche for small dishes. **Strek Collective** aims to create meaningful experiences and useful relationships between the product and user; they bring their *Allen* stool (which makes reference to the Allen key in its construction). The piece plays with the contrast between flat-pack furniture and traditional handicrafts.

Hunting & Narud approach design by exploring a curiosity for a material, a function or a human behaviour and present their sculptural *Copper Mirror Series* (individually named 'Vega', 'Luna' and 'Cara'), using granite, steel and copper, all of which have long mining histories in Norway. **günzler+polmar** exhibit *Waxandstone*, a two-part product of stand-alone wax candles that need no holder or candlestick for support and – as though to underline their impermanence – a colourful circular slab of Norwegian stone, a material perceived as stable and permanent, the very opposite of wax in terms of durability.

Sverre Uhnger presents his *Oo* lamp, born from his fascination with lathed wooden balls and how the same spherical shapes can be used together in different sizes. His *Tuck* sofa is inspired by the ability of textiles to soften a harsh environment, so its frame is covered in soft padding in various colours partially wrapped around the frame, attached with a traditional welt cord. *Trialog*, designed by **Philipp**

Von Hase, is a highly ergonomic, three-legged, handcrafted wooden chair designed for reverse sitting, with a backrest that functions as an armrest when used sideways. *Spire*, his seed-shaped, three-legged 'plantable', is made from solid maple wood with a fine walnut veneer and a central bowl of handmade porcelain, handy for keeping fruit or plants.



Talks Programme

Meet the designers

4pm, Friday 20 September

Exhibition visitors have the chance to hear Kristine Five Melvær, Strek Kolletiv and Frøystad & Klock discussing their works and the processes that led to their creation.

Nordic lights – Inspiration and innovation in contemporary lighting design

5pm, Friday 20 September

Curator Henrietta Thompson chairs a panel discussion with lighting and design luminaries Tom Dixon, Sebastian Wrong and Lars Beller Fjetland.

Notes to Editors

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

19–22 September 2013

Thu 19 10am – 7pm

Fri 20 10am – 8pm

Sat 21 10am – 8pm

Sun 22 11am – 6pm

Dray Walk Gallery

Old Truman Brewery, Dray Walk (off Brick Lane), London E1 6QL

www.100percentnorway.com

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100% Norway is hosted by the **Norwegian Design Council**, the **Norwegian Ministry of Foreign Affairs** and the **Royal Norwegian Embassy** in London.

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