

100% NORWAY
—— WITH ——
NORWEGIAN ICONS



Press Pack 2015
100percentnorway.com

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Inspired by Norway.
Designed in Norway.
Made in Norway.

100% Norway
returns to LDF for 2015



Pat Volume 1 by Kneip



Premium Cutting Boards by Trefjøla

On 24–27 September, the most compelling national showcase on the design calendar returns to the UK for the London Design Festival. Now in its 12th year, 100% Norway has traditionally brought the very best of contemporary Norwegian furniture, interior and product design to an audience of professionals, design connoisseurs and the general public.

This year, the line-up is set to be stronger than ever, with 33 of the country's most talented designers presenting their products and prototypes at the exhibition, which once again forms part of Tent London – the international design event at the Old Truman Brewery in East London.

A collaboration between **The Norwegian Centre for Design and Architecture (DogA)**, the **Royal Norwegian Embassy In London** and **Ministry of Foreign Affairs**, in partnership with **Norwegian Icons**, 100% Norway 2015 is focused not only on Norwegian designers, but on the complete process of design and production. Every product exhibited this year is '100% Norwegian', ie: both designed and manufactured within Norway's borders.

Curated by Benedicte Sunde of DogA and Peppe Trulsen of Norwegian Icons, 100% Norway will feature prototypes from the selected designers alongside classic and contemporary products from Norwegian interior and furniture producers, as well as a display of material applications from Norwegian manufacturers.

The Venue

The visual profile of 100% Norway 2015 will be designed by Oslo designer and illustrator **Robin Snasen Rengård** decorated with visuals supplied from the Norwegian illustration agency **byHands**.

Historic Oslo coffee-and-cocktail bar **Fuglen** – itself a champion of iconic vintage Norwegian design – will be on hand to provide refreshments.

The exhibition runs from Thursday 24 to Sunday 27 September, at the Old Truman Brewery, Brick Lane.

Show Information

Dates	24–27 September 2015
Opening Times	24 September 10am - 7pm 25 September 10am - 8pm 26 September 10am - 8pm 27 September 11am - 6pm
Address	Tent London Old Truman Brewery 91 Brick Lane London E1 6QL
Website	100percentnorway.com
Twitter	@100Norway
Instagram	@100Norway

The Designers



Alexander E Åsgård

Duplé

alexanderaasgaard.com



Duplé table collection (render)

Based in Oslo, Alexander E Åsgård is a fresh graduate of Oslo and Akershus University College Of Applied Sciences (HiOA), with an MA in product design. In 2014, he undertook an internship at Anderssen & Voll and exhibited his Auxiliary floor lamp at Stockholm Furniture and Light Fair and Raff Design Week. This year, he has shown his work at Salone Satellite; this is his first time at 100% Norway.

Alexander presents his **Duplé** table this year, intended to fulfil several functions, showcase high-quality materials, be adaptable to circumstances and be simple to understand, the oak and steel table includes two serving trays of different sizes, which can be placed underneath or on top, or can be inverted, turning the table into comfortable bench seating. Duplé is also available as a round side table.



Andreas Bergsaker

Pendini, Birch & Brass o'clock, Birch & Copper o'clock, Blossom, Petiole & Piedistallo

andreasbergsaker.com



Piedistallo



Blossom



Birch & Brass o'clock

Having graduated with an MA in product design from HiOA this summer, Andreas Bergsaker is now based in Oslo, making everyday products characterised by traditional craftsmanship and tactile qualities. Bergsaker has previously exhibited at Stockholm Furniture Fair's Green House (in 2013 and 2014), at Fuorisalone Milan (Meet My Project 2013) and at Salone Satellite during Salone del Mobile (2015).

For his first time at 100% Norway, Bergsaker presents five recent prototypes. **Birch & Brass o'clock** and **Birch & Copper o'clock** are simple, solid table clocks that – because they lack hour indicators and a second hand – appear to present the passage of time as slower and more relaxed. Evoking flowers stretching towards the sun, **Blossom** is a set of two mirrors (one normal, one magnifying), a lamp and an accessories

tray, all fashioned from beech wood. The lamp is fixed in place, but the mirrors can be removed or angled as required. **Pendini** is a set of minimalist dimmable pendant lights. The aluminium shades are adjustable, so they function as suspended spotlights, and the variety of colours available allows the lights to be hung in combination, creating a 'hanging garden' of flowers in different shades. Taking its shape from the bluebells of the Norwegian mountains, Bergsaker's **Petiole** lampshade can be adjusted to any number of angles and the turned-birch stem (the 'petiole') rises from a cast aluminium base. Finally, **Piedistallo** is a lamp that provides direct illumination to any item placed on its heavy-set birch base, acting as a pedestal for displaying small objects.



Pendini



Petiole



Pendini



Ralston & Bau

Les Lamaneurs & The Pathics

ralstonbau.com



Les Lamaneurs



The Pathics

Design duo Birgitta Ralston and Alexandre Bau have been working together since 2001, when they established their studio in Paris. Ralston was born in Portland, Maine and raised in Sweden and London, studying abstract design in Tucson, Arizona, then graphic design in Gothenburg. She ran a design studio in Paris for 10 years, where she met Metz-born Bau, who had studied design in Reims and Rennes. Together they worked on restaurant design and other visual work, until an artist's residency programme took them to the west coast of Norway. They set up the Transplant creative centre on the shores of Dalsfjord in 2007, and now spend their time between here, Bergen and Paris.

Their work in furniture, objects and public-space design, places an emphasis on innovation and sustainability (Bau is an evaluator for the European Commission on innovative material proposals). Their studio is responsible for the Ideal Lab design and art programme, which focuses on driving forward meaningful design within clear social contexts.

Les Lamaneurs, one of the works they are exhibiting at 100% Norway is a strong example of this ethos. Inspired by the 1950s architecture that characterises the docking houses of Saint-Nazaire in Brittany and in response to the port's functional, A-to-B attitude, Ralston & Bau designed an urban furniture series that invites Nazariens to take a break, sit down, slow down and enjoy the social life of their city. It exists in four versions, each tailored to one of the rituals of working port life: Lunch Break, Coffee Break, Long Watch and Power Nap.

Their second product series is **The Pathics**, a collaboration with ceramic artist Cecilie Haaland, that considers the relationship between the artistic, the artisanal and the designed, in a range of domestic objects that demonstrate empathic qualities by making life easier through simplicity, single-purpose functionality and a sense of welcome.



Erik Wester

Frikk

erikwester.com



Frikk

Born in Lotofen in 1981, and raised in Trondheim, Erik Wester followed his art foundation course at Strykejernet Artschool in Oslo with a BA in product and furniture design at Kingston University, London in 2008. After two years in Amsterdam, where he worked with Dutch designer Joris Laarman, Wester returned to Norway in 2010 to set up his own studio. In 2012 he spent five months working as an intern with Andreas Engesvik. Wester's work draws on Scandinavian design tradition to create conceptually simple pieces with high-quality materials and a focus on comfort. His designs have been previously seen at the London Design Festival, Copenhagen Design Week, Dutch Design Week Eindhoven, Designers Saturday Oslo and Salone del Mobile Milan.

For his first 100% Norway exhibit, Wester presents his **Frikk** stool prototype, a strong and simple solid wood three-legged stool with a weather-proof matt polyurethane coating, enabling it to be used both indoors and out. The seat is slightly curved for comfort, with a small round hole in the centre allowing easy transportation, as well as providing drainage for any water that accumulates on the seat when left outside. It is available in a variety of colours and at heights of 400mm, 450mm and 600mm. Wester is currently investigating environmentally friendly natural-polymer alternatives to polyurethane



Maud Gjeruldsen Bugge for Hadeland Glassverk *Krystallkule*

hadeland-glassverk.no



Krystallkule

Founded in 1762, Hadeland Glassverk is one of Norway's longest running industrial enterprises, known for the beauty of its mouth-blown glass and its tradition of pushing the boundaries of production, while still adhering the same methods it employed 250 years ago. The glassworks is involved in bespoke design in both the public and private sphere, including the eight-ton chandelier that hangs in the Norwegian opera. Today, it has a team of seven designers, headed by design director Maud Gjeruldsen Bugge, who has worked with Hadeland since she graduated from Oslo National Academy of Art and Design in 1989. Over the years she designed for numerous major commissions, creating glass art for churches, hospitals and Norway's largest mosque. Her designs can be founded in the National

Museum, and her 1996 glass series Brilliant received the Award for Design Excellence.

Hadeland Glassverk is exhibiting its **Krystallkule** lamps, designed by Bugge this year. Each spherical pendant light combines traditional mouth-blown glass-production techniques with the craft of crystal cutting by hand, creating a minimalist modern shape with an ornate, nostalgic pattern. Because the lamps are made to order, and available in four patterns (one of which is based on Hadeland's 1913 Marie wine glass series), a variety of colours and three sizes (120mm, 160mm and 195mm), Krystallkule allows the customer to invest their own vision into the product, avoids production waste and saves on storage too.



Gridy *Lolly & Pan*

gridy.no



Lolly



Pan

Specialising in furniture, product and spacial design, Lars Olav Dybdal and Wilhelm Grieg Teisner are the two halves of Oslo-based Gridy (the name is a blend of their surnames). They met while studying at the Bergen Academy of Art and Design and continued collaborating after graduation. One of their first achievements as Gridy was being selected for 100% Norway's 2011 show, where their Spiff lamp won acclaim and was later picked up for production by Northern Lighting. A member of the Norwegian Designers Union, Gridy has exhibited widely since then, aiming to create simple, honest products that are both user-friendly and recognisably Nordic.

Gridy's work frequently combines a rational approach and traditional craft practices with elements of humour to shape designs that have personality and character. This year, the duo presents **Lolly**, a stackable stool (or side table)

inspired by lollipop sticks, designed for both domestic and public spaces. Made in solid oak, Lolly uses craft and joinery techniques to create a contemporary look, and comes in three pieces, easily assembled by the end user with four screws. Gridy has extended the Lolly family to include a two-seater bench, with a soft seat upholstered in fabric from Gudbrandsdalens Uldvarefabrik and featuring two characteristic buttons. Alongside Lolly, Gridy presents **Pan**, a CNC-milled serving dish made from leftover materials from kitchen manufacture. Available in three sizes, the dish has many functions including, for example, breadbasket and fruit bowl. It is fitted with a handle, and includes a cutting-board Corian lid, creating a material contrast with the solid wood of the serving bowl.



Fimbul

Villmann, Multipurpose Shelf & Canary Wharf Brush

fimbuldesign.no



Canary Wharf Brush



Multipurpose Shelf

Founded by Kristian Aarseth and Jo Korneliusen, and now including Einar Juel, Fimbul is an Oslo design studio specialising in products, furniture, and interiors. Aarseth holds an MA in Industrial Design from the Oslo School of Architecture and Design; Korneliusen is an MA graduate of Copenhagen's Royal Academy of Fine Arts School of Design, and Juel, with an MSc in International Business from the Norwegian School is the studio's commercial brain. Together, their practice revolves around problem solving, finding the balance between functionality, material characteristics, production methods and aesthetics – often with elements of storytelling and Norse mythology thrown in.

For their debut at 100% Norway, Fimbul are presenting the **Villmann** modular system of low-slung shelving units for any home or office setting. Comprising nine modules, each catering to a different consumer need, the system is designed to be versatile, combinable and customisable – the storage boxes fit into every unit and can also be used as removable drawers; one unit ('Trillemann') is fitted with wheels so it is easily manoeuvrable; and another, 'Sittemann',

combines both storage and seating. Finished in birch, walnut, stained ash or powder-coated metal, Villmann units are constructed from CNC-milled components, self-supporting (with no need for screws) and are supplied fully assembled. Their small size is intended to allow for easy transportation and transfer between living spaces, enhancing the furniture's lifespan. Villmann is manufactured in Norway by organ builders Ryde og Berg.

Alongside Villmann, Fimbul are exhibiting the complementary **Multipurpose Shelf**, designed for the kitchen and living room. Available in three lengths and various colours, the shelf's base consists of three powder-coated metal rails, onto which wood or ceramic layers can be added as needed, creating a shelf that can be customised for both aesthetics and functionality. Finally, Fimbul's **Canary Wharf Brush** is a functional yet distinctive horsehair shoe brush inspired by the British tradition of high-quality leather shoes. Its characteristic hole creates the possibility of a number of different grips, and it is available in either walnut or ash.



Villmann



Hallgeir Homstvedt

Elementa GL Glowlamp

hallgeirhomstvedt.com



Elementa GL Glowlamp (render)

Returning to 100% Norway for the fifth time, Hallgeir Homstvedt runs an independent design studio in Oslo. He graduated from Australia's Newcastle University with a BA in Industrial Design and went on to work for celebrated studio Norway Says before opening his own in 2009. Since then he has provided furniture, product and industrial design and consultancy services to a wide range of clients, exhibiting widely in London, Tokyo, Oslo, New York and Milan, and creating products for brands such as Lexon, Established & Sons, Muuto and Menu. He has received a number of design awards over the last nine years.

Designed in collaboration with his sister, graphic designer Hege Homstvedt, **Fauna** is a range of four, stylised woodland characters that act as bookends. Each one represents a native Norwegian animal (fox, puffin, hedgehog and bullfinch) and is made from Nordic rock, taking its colour and

character by the natural tones and patterns of the stone. The bookends in the Fauna range are all available in two versions: as a simplified, figurative depiction of the animal, or as an abstract representation in the shape of a square.

Homstvedt has also collaborated with office furniture design brand Elementa to create the **Elementa GL Glowlamp**, a lighting product designed to improve air quality and conditions in offices spaces by introducing more plants into the work environment. Functioning as both a desk lamp and a light source for plants needing artificial light, the lamp is available in two versions: one with a Terrazzo stone base that acts as a plant holder; and one that can be planted directly into the soil of a plant pot. The spun-aluminium lamp shade moves freely up and around the stem of the lamp without any locking mechanism, allowing it to be tilted as desired.



Hallgeir & Hege Homstvedt

Fauna



Fauna



Imke Tschentke

Krakk²

oslonaut.com



Krakk²

Freelance product designer Imke Tschentke studied design at Bauhaus University, Weimar, with stints at Glasgow School of Art and the Bezalel Academy of Arts and Design in Jerusalem. She undertook an internship in cabinet making in Bonn (where she grew up) in 2000, gained experience in workshops in Sweden, Norway and Italy, and interned at Sukker Design in Oslo in 2006. Since 2011, Tschentke has been designing under her Oslonaut label, and many of her products are sold in shops across Norway, including Norway Designs, the National Gallery and Den Norske Husfliden. Most of her pieces are manufactured by GOTT AS (Gamle

Oslo Tre & Tekstil), an Oslo-based workshop for people with disabilities.

Krakk² is the result of two months spent leading a furniture-design project in Ulan Bator in 2004. During her time there, Tschentke noted that the stool was one of the most commonly used items of furniture in often-cramped Mongolian homes. Her response, **Krakk²**, is a multi-purpose, space-saving storage and seating system made from black Valchromat and oak. The units can be easily stacked, creating a chest of drawers. For 2015, Tschentke has expanded the concept to include a bench version.



Ingrid Aspen

Bottoms Up



Bottoms Up

Educated at Bergen National Academy of Art and Design, the Oslo School of Architecture and Design, and the Politecnico di Milano, Ingrid Aspen is a freelance furniture and product designer based in Oslo. After a year as junior designer at Andreas Engesvik's studio, she was recruited as in-house interior architect for the Oslo headquarters of the Norwegian Tax Administration in 2013. Today, she works on a broad range of projects, spanning product design, furniture, interiors and television, typically demonstrating her love of colour and passion for handicrafts in her designs.

Aspen is presenting prototypes of her **Bottoms Up** glassware range, comprising a set of stackable drinking glasses and a carafe. Bringing Scandinavian simplicity to the Italian lifestyle, the glasses are intended to introduce a playful note of celebration into everyday life. The range eliminates the traditional wineglass stem and, upside down, the base becomes the ideal vessel for a nightcap. The accompanying carafe is a riff on the shape of a wine bottle. Made without the use of adhesives, the range pushes the possibilities of modern glassblowing techniques.



Jon Pettersen

Norway Cloth & Jon Pettersen Collection

jonpettersen.com



Norway Cloth

Jon Pettersen is an established Norwegian textile designer with an international network of premium production facilities, enabling him to serve clients including the Norwegian Prime Minister's Residence and Oslo City Town Hall with exclusive textiles for interiors, clothing or accessories. His status as a designer-maker combines the artistic, visual elements of textile creation with the hands-on processes associated with technical developments and factory prototyping. In 2012, Pettersen was involved in the reproduction of textiles for the UN Security Council Hall, commissioned by the Norwegian Ministry of Foreign Affairs. In 2007, he received the Award for Design Excellence from the Norwegian Design Council. His work is part of the collection at the Museum of Applied Art in Bergen and the Art Museum of Northern Norway. He holds the position of associate professor at Bergen Academy of Art and Design, with a special expertise in Jacquard weaving.

Pettersen presents two collections of products and prototypes at 100% Norway. **Norway Cloth** is a series of



Jon Pettersen Collection

Jacquard-woven fabrics made for Norwegian company Varp & Veft. These are inspired by and named after the colours and textures of Norway's coastal landscape, and woven from specially selected high-quality wool from the endangered indigenous Grey Trønder sheep breed. The fabrics are woven from hand-sorted raw wool in heathered greys and no chemicals are applied.

The **Jon Pettersen Collection** consists of a number of prototype throws in natural silk, fine wool and a combination of the two fibres that have been developed in co-operation with producers in Norway and Thailand. They are the result of a research-based project entitled 'Throw: Textiles in Motion', which aims to explore and push the context of textiles to its limits, finding new combinations, constructions, shapes and finishing methods. The collection is inspired by the history of textiles, incorporating elements and patterns from silk brocades, Scottish kilts, basic structures and pleated silk from last century luxury robes.



NOIDOI

Match, Tube & Meld

noidoi.no



Tube (render)



Meld (render)



Match (render)

Kathrine Lønstad and Cosmin Cioroiu met while studying at the Royal Danish Academy of Fine Arts in Copenhagen, and founded their studio, NOIDOI, in Oslo in 2013. Benefitting from its founders' different countries of origin (Norway and Romania), cultural experiences and professional expertise NOIDOI works across a broad spectrum of product design, always placing an emphasis on usability, materiality and craftsmanship and striving to inspire personal attachments towards their objects, thus increasing their lifespan.

After a successful exhibition at 100% Norway 2014, NOIDOI are back with four new prototypes, linked by a common colour palette of neutral, natural tones. **Match** is a series of flower vases that pay homage to children's shape sorters. Each consists of a ceramic base with a detachable

powder-coated aluminium lid with holes in a variety of geometric forms. The fact the lid can be removed allows the vases to hold both small and large bouquets. NOIDOI's candleholder, **Tube**, is equally versatile. Consisting of two solid metal cylinders in different colours bound together, it can be transformed from candle to tealight holder with a 90° shift. The pendant light **Meld** is intended to surprise the viewer through the use of material in an unexpected context. Made from two pieces of cast stoneware in different colours, each lamp functions as an effective means of creating focused light while drawing attention to the unconventional use of ceramics. Meld can be used in isolation or in a pendant group.



K8 Industridesign *SunBell & SunTurtle*

k8.no



SunBell

An Oslo studio founded in 1998, K8 specialises in innovative design solutions to social and environmental problems. The studio's work is extraordinarily wide-ranging, and includes everything from hydrogen fuelling stations and medical equipment to product packaging and the pioneering Stokke Xplory baby buggy. K8's work has been honoured with a number of prizes over the years, and the company prides itself on its bold and playful approach to tackling complex global problems.

The recipient of numerous design awards, the K8-designed **SunBell** solar lamp is highly versatile and multifunctional lighting solution designed for off-grid regions of the world. Its LiFePo battery charges in 3–4 hours of sunlight, after which the lamp can be used as a reading lamp, ceiling lamp, flashlight or mobile charger. The SunBell is fitted with a dimmer switch, allowing three levels of



SunTurtle

LED intensity and operating time. A 3m cable is concealed beneath the solar disk, allowing the panel to be placed outside to charge while the lamp is used to illuminate an interior space. The SunBell's sister product, the **SunTurtle**, is a portable solar lamp designed to meet the varied needs of those living without electricity in Africa, Asia and Latin America, as well as hikers and campers around the world. It features a loop that allows it to be hung on a wall or attached to the neck of any standard PET bottle, creating a desk lamp, as well as a patented flexible foot that allows it to stand on a table or attach to a ceiling. In addition, a central plate allows airflow under the panel, thus reducing the battery temperature. Both SunBell and SunTurtle are produced by BRIGHT Products, which was established in 2011 by Norwegian advertising specialist Kristian Bye and K8 co-founder Marius Andresen.



SunBell



SunBell



SunTurtle



SunTurtle



Kiyoshi Yamamoto

Textiles in Norwegian Wool

kiyoshiyamamoto.com



Textiles in Norwegian Wool



Textiles in Norwegian Wool

Born in Brazil in 1983, but deeply influenced by the Japanese culture of his parents, textile designer Yamamoto graduated with an MA in Fine Arts from the Bergen Academy in 2013 and has exhibited internationally since then, participating in Design Weeks in London, Helsinki and Milan. In spring 2014, he was invited to design for the Vossa Jazz festival and to take part in Dimanche Rouge's 'Focus on Norway' performance-art event in Paris. His work combines the Japanese tradition of fine craftsmanship with the Brazilian love of colour, and his textile designs have been acquired by The Norwegian National Museum for Arts, Crafts and Design

and the Nordenfjeldske Kunstimuseum in Trondheim. Since exhibiting at 100% Norway 2014, Yamamoto has collaborated on projects with a number of other Norwegian design studios, including Morten & Jonas, Vera & Kyte and Norwegian Crafts. He lives and works in Bergen.

For 2015, Yamamoto presents a collection of **Textiles in Norwegian Wool**. With a diverse mix of inspirations, including textile artist Anni Albers, Bauhaus, the music of Jim Diamond and spring mornings in Bergen, the prototype collection is characterised by the use of pure Norwegian wool, Brazilian natural silk and all-natural dyes.



Kneip

Weathered & Pat Volume 1

kneip.no



Pat Volume 1



Weathered

Founded by Jørgen Platou Willumsen and Stian Korntved Ruud, Kneip is a craft, art and design studio in Oslo with interests in nature, craftsmanship and storytelling. With a BA in product design, an MA in art, and a lifelong passion for problem solving, Willumsen is interested in exploring the space between art and design. Ruud – who studied product design at Akershus University College and the Oslo School of Architecture and Design and trained under Tom Dixon in London – focuses on the relationships between an object's materiality, function and aesthetic. Together, they are driven by the increasing importance of sustainability, typically producing their designs individually or in small batches, creating pieces that reflect the processes and materials that went into their making.

Taking weather and natural phenomena as a starting point, Kneip created **Weathered**, a series of sculptures that explores and illustrates a force of nature. 'Breeze' is a set of three objects that indicate wind direction; 'Seismoscope' demonstrates seismic movements through the marks left by a brass pendant on a copper disk; 'Hygrometer' makes use of the way horsehair contracts with moisture to indicate humidity; and 'Swell' visually depicts the influence of surface gravity waves (swells) that occur between air and water. Kneip is also exhibiting the sculptural series **Pat Volume 1**, which is an exploration of the various techniques by which colour may be added to steel, expressed through a set of shapes inspired by the natural shapes of the forest.



Kristine Bjaadal *Hegne & August*

kristinebjaadal.no



Hegne



August

A graduate of Oslo National Academy of the Arts (where she has also worked as a tutor, examiner and designer in residence), Kristine Bjaadal is an Oslo-based product designer whose work combines the functional with the sculptural, often imbuing even the most commonplace everyday objects with near-poetic beauty. Her practice is driven by the desire to turn daily routine into rituals that can be appreciated. Since she set up her studio in 2010, Bjaadal has exhibited internationally and her work – especially her award-winning Underfull tablecloth, with its hidden, moisture-exposed pattern – has drawn widespread attention in the design press. In 2013, she was given an artist's grant from Arts Council Norway and nominated for 'Newcomer

of the Year' in the Bo Bedre Design Awards. She shares her studio space with fellow 100% Norway exhibitors Runa Klock, Sverre Uhnger and Silje Nesdal, and Hallgeir Homstvedt and Elementa are based in the same building.

For 100% Norway, Bjaadal is exhibiting two pieces from her ongoing project concerning containers as a means of keeping both the treasured and the trivial. **Hegne** is a container fashioned from turned ash or walnut with a domed ceramic lid. The oculus in the dome serves as its handle. Made by hand **August** is a coloured porcelain vessel with a wooden lid in solid ash and oak or ash and walnut that can be used as a jar or vase.



Kristine Five Melvær & Torbjørn Anderssen

Oui Project

kristinefivemelvaer.com
anderssen-voll.com



Oui Project

Trained in industrial design at the Oslo School of Architecture and Design and visual communication at the Oslo National Academy of the Arts, Kristine Five Melvær is an award-winning designer of tableware, lighting, furniture, textile objects and graphic design. She is one of the biggest contributors of new designs to the Norwegian glass manufacturer Magnor Glassverk, and typically focuses on the communicative potential of an object to create an emotional bond with the user. Torbjørn Anderssen graduated from the Bergen Academy of Art and Design in 2002 (where he now teaches), having cofounded the group Norway Says (intended to promote international awareness of Norway's

design scene). With Espen Voll, he is one half of design duo Anderssen & Voll, whose work in textiles, tableware, lighting, furniture and electronics has made them key proponents of 'New Nordic' design.

Melvaer and Anderssen will be married in August 2015. In the run up to their wedding, the **Oui Project** is an exploration the notion of two becoming one, via the forms of various objects. This includes a double-headed vase blown by Magnor Glassverk's Jarle Seterlien, which thus invites both members of a couple to make their own individual contributions to a united bouquet.



Osloform *Impeller, Sweep & Serpentine*

osloform.no



Sweep (Top), Impeller (Above)

Serpentine

Founded on 1 January 2015, Osloform is a new studio consisting of five young Norwegian designers: Camilla Akersveen, Åsmund Engesland, Christopher Konings, Henrik Waarum and Mikkel Sebastian Juell. All except Waarum are BA and MA graduates of Oslo National Academy of the Arts; Waarum studied as an electronics developer at the University of Oslo. Each has achieved considerable success as an individual designer, but the five designed to form a collective in the hope of bringing Norwegian furniture and products to a wider global audience. All are devotees of materiality, letting the inherent qualities of the substance they are using shine through in the finished object.

Produced in cooperation with DogA, Osloform's first collection explores the use of Valchromat (wood-fibre panels impregnated with dye and bonded by resin) and brass as materials. Valchromat has rarely been used in small furniture items, despite its suitability. By teaming it with brass, Osloform hope to demonstrate the aesthetic expressions

possible with the combination of old and new materials. The first product in this series is **Impeller**, a limited-edition set of four coasters in different sizes designed for the Nordic Design Fair. The coaster features a geometric pattern in brass laminate, inspired by 1950s/60s aesthetics and the shape of Norwegian hydropower stations. Durable and robust, the coaster is entirely composed of recyclable materials and, because Valchromat is dyed through, it will maintain its colour regardless of nicks or scratches. This edition is produced in small batches by Osloform's own CNC mill, using brass from a local tinsmith and wood from Oslo Finérfabrikk – making it a 100% Norwegian product. Osloform is also exhibiting **Sweep**, a silent clock with smoothly sweeping hands inspired by classic Bauhaus wristwatches. It is available as a wall clock and in a table version. **Serpentine** is a minimalist stereo system intended to be both highly functional in terms of sound quality and aesthetically beautiful as a furniture object.



Runa Klock

Dual Stool

runaklock.com



Dual Stool

Brought up on Norway's rugged western coast, Runa Klock makes products that are often inspired by nature, and influenced by a strong interest in materials and crafts. She holds an MA in design from Oslo National Academy of the Arts, and currently operates from her studio in central Oslo. Runa's work is characterised by an openness to cooperate with people in a variety of disciplines; her practice extends beyond product design to encompass food, spaces and events. Playful and influenced by storytelling, several of her

projects also have a strong social profile.

For her fourth appearance at 100% Norway, Runa presents, an eco-friendly lacquered steel seat designed to allow both tall and shorter people to sit comfortably, indoors or out. The clean-lined, simple structure is divided in two sections that mirror one another, but create footrests at different heights on each side. The stool includes an optional cushion upholstered in Kvadrat's new two-tone woollen textile, Rime.



günzler.polmar
Patterned linens and towels

gunzlerpolmar.no



Patterned linens and towels

Oslo design studio günzler-polmar was founded in 2011 by Sara Polmer and Victoria Günzler, who met while studying architecture and furniture design. Together with Sverre Ungher, they also established Klubben, the international Norwegian design initiative, the same year. Mundane objects and traditional craft techniques are Victoria's main sources of inspiration, whereas Sara emphasises playfulness in her process. They both appreciate good craftsmanship and high-quality materials and their goal is to create objects that the user is induced to take care of, cherish and use for a long time.

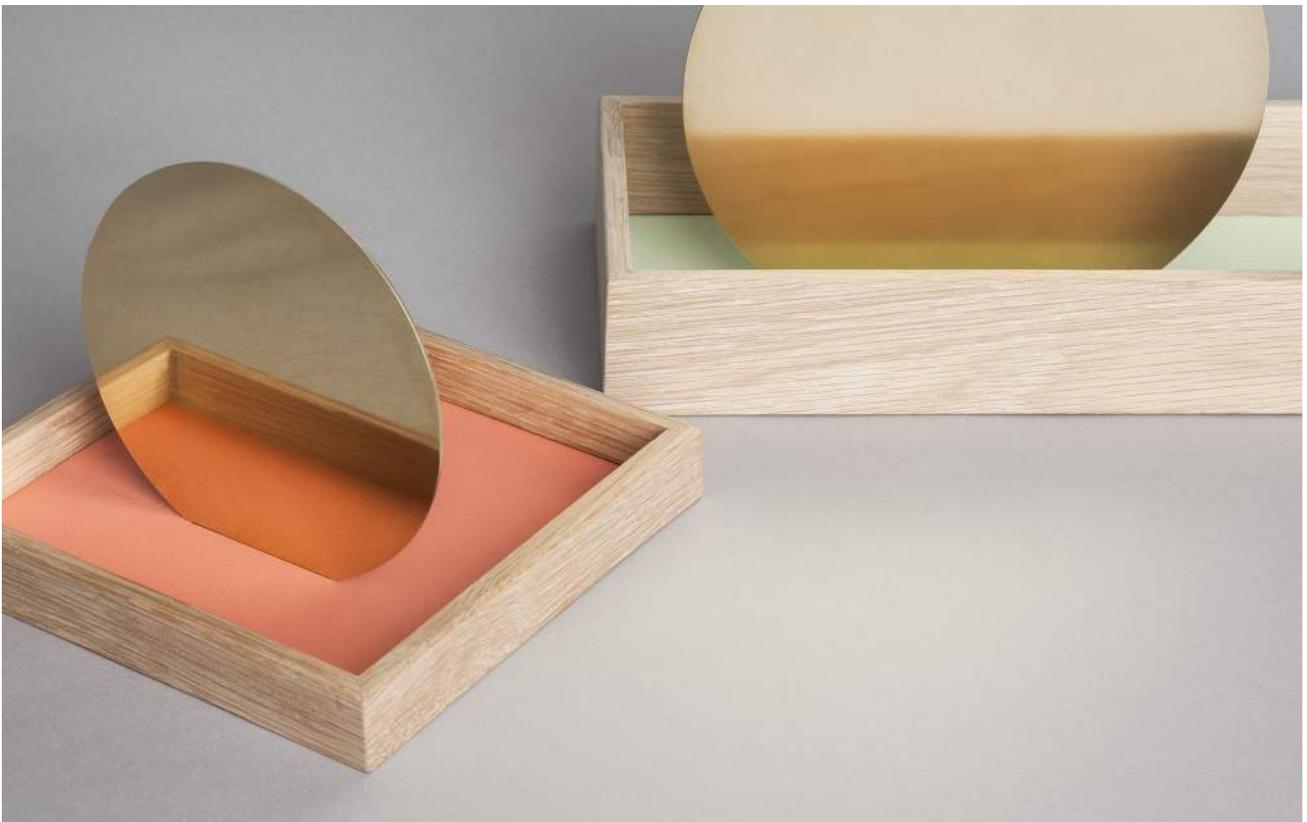
Their latest textile prototype, debuting at 100% Norway, a set of **patterned linens and towels** resulting from their collaboration with Solberg Spinderi, a 185-year-old textile manufacturer near Oslo, which produces fabrics for traditional Norwegian bunads. After researching the patterns and colours from the extensive Solberg archives, Polmer and Günzler have developed a method of allowing a single bold, graphic pattern to be uniquely expressed in a variety of textile products, including bedspreads, towels, placemats, tablecloths and more – all cut from a single roll.



Siv Lier

Spring

sivlier.com



Spring

A hands-on and intuitive designer with a simple but playful style, Siv Lier is based in a studio in her hometown of Bergen, where she works on a variety of design projects within the fields of furniture, products and spaces. She holds a BA and MA in design from Bergen Academy of Art. Her master's project in 2001 saw her pursue her interest in new and sustainable materials by creating a series of cork chairs, and she has worked with cork extensively since then, alongside wood and recycled materials. Strongly conceptual, trend-agnostic and often playing with colours and contrasts, Lier's work frequently demonstrates a social element,

encourages interaction with the user, and presents a clean, geometric aesthetic.

Spring is a collection of trays for storing and displaying everyday essentials, such as cards, coins, and post in the hall or paper and pens on the desk. Made from solid oak, the tray has a calm, natural feeling, energised by a touch of colour on the base. The brass disk acts as both a support and a mirror (for that last-minute check as you walk out the door), and can be treated to retain its shimmery patina or allowed to change naturally as it ages.



Sverre Uhnger & Thomas Jenkins

As Long As You Like

uhnger.no
thomasjenkins.co



As Long As You Like

Sverre Uhnger is a lifelong craftsman educated in design at Aalto University and Bergen National Academy of Art and Design. He focuses on creating products that feel natural to the user and which emphasise the inherent qualities of their materials and production techniques. He co-founded Norwegian designers' organisation Klubben with Sara Polmer and Victoria Günzler in 2011.

British designer Thomas Jenkins worked in a number of leading design companies before founding his own studio in Oslo in 2010. He currently divides his time between his own studio and the branding agency WORK, and is chairman of the board at Klubben. Jenkins' interest in manufacturing and materials, together with his traditional craft skills have led

him to create furniture and objects designed for human interaction.

As Long As You Like is the two designers' first collaboration. It is an archetypal long table that can be tailored to any length through the introduction of additional leg modules and tabletops. This makes it suitable for use in almost any scenario – home, office or hospitality environment. Made from oak and Larvikite (a stone unique to Norway sourced from the Lundhs quarry in Larvik), the table is their attempt to create a surface composed of contrasting materials, achieving an aesthetic effect while illustrating the table's modularity. It is available in two widths, and lengths stretching from 1600mm to 'as long as you like'.



StokkeAustad

Secrétaire, Elementa Un & dB cabinet

stokkeaustad.com



Secrétaire



Secrétaire

Founded by industrial designers Jonas Ravlo Stokke and Øystein Austad in 2007, Oslo studio StokkeAustad believes in creating value through design, taking a holistic approach to the design process and creating profitable and lasting solutions to design challenges. Both studied at the Oslo School of Architecture and Design, and were exhibiting worldwide before they'd even completed their MAs (not necessarily with the school's wholehearted approval). Their highly collaborative practice in the production of objects and spaces frequently earns awards, including the Red Dot Award in 2013 and the Award for Design Excellence in 2014. Now comprising a design team of four, StokkeAustad often works with architects, and are currently designing the check-in desks at Bergen airport, as well as seating and a glass façade for Oslo airport.

For their fourth time exhibiting at 100% Norway, StokkeAustad are showing three products. Making its debut at the exhibition, **Secrétaire** is an innovative reinterpretation of the traditional writing desk, intended to provide a place to hide away from worldly distractions and concentrate. With a

nod towards the art deco aesthetic, the flame birch desk has a high-gloss lacquered finish and a felt interior, and can be folded away to conceal stationery when not in use.

StokkeAustad have also collaborated with Norwegian workspace-furniture brand Elementa to create **Elementa Un**, a set of trestle-based tables inspired by the simple construction of the archetypal folding tables of the 19th century, together with the work of 19050s Norwegian designer Bendt Winge. The project aims to provide an elegant, universal table base that can be easily folded for shipping or storage. The trestles are available either individually or as part of complete table sets, topped in oak or linoleum. Also for Elementa, StokkeAustad have designed the **dB cabinet** series. The prototype dB series are designed to act as visually elegant storage units while also offering low-frequency sound absorption by incorporating thick felt. The solid oak cabinets thus reduce noise distractions and enhance productivity, without the need for large, single-purpose acoustic solutions that can be complex to source and implement.



Silje Nesdal

SLING

siljenesdal.com



SLING

Silje Nesdal is an Oslo-based designer who grew up among the fjords of western Norway, a region known for its long traditions in the wool, woodworking and furniture industries. She holds an MA in furniture design and interior architecture from Bergen Academy of Arts and Design and Alvar Aalto University in Helsinki, and has spent time in Japan working in both fashion design and architecture. Nesdal's practice is influenced by her diverse, interdisciplinary background, and her works are often inspired by the techniques and traditions observed on her travels. Through research, modelling and testing, she strives to create simple, subtle forms and sustainable objects that last. The modular and

multifunctional furniture that resulted from her research into compact living won her 'Newcomer of the Year' at RAFF design week in Bergen.

At 100% Norway, Nesdal presents her new prototype, the **SLING** pendant lamp – the result of her attempt to create the simplest, cleanest pendant possible. To achieve this, she has made the light source itself into the structural element responsible for carrying the shade. A simple sphere of hand-blown glass forms the shade, focusing attention on the light source itself. The lamp is mounted by simply turning the fluorescent tube into a vertical position and sliding it into the shade.



Trefjøla

Premium Cutting Boards

trefjola.com



Premium Cutting Boards

Launching in September 2015, Trefjøla is a Norwegian design brand created by three partners: Holedesign – renowned for its expertise in wood, appreciation of hand crafting and dedication to sustainability; Anti – the multi-award-winning design and branding agency behind A New Type of Imprint, the international magazine celebrating Norwegian creativity; and Noord – which champions and markets contemporary design objects rooted in the ‘New Norwegian’ design identity.

Trefjøla (Norwegian for ‘wooden plank’) has been founded with the aim of breathing life into an essential but overlooked kitchen utensil: the cutting board. Using reclaimed wood as a material and employing sustainable

local production, the initiative seeks to elevate the cutting board’s status from forgettable tool to prized lifestyle object, with a range of cutting board collections from some of Norway’s most innovative designers, targeting both the domestic and professional market. The boards will span different sizes, colours, patterns and materials, and many will be able to be used for both preparing and serving. 100% Norway exhibits the first Trefjøla collection, designed by Henrik Bie and Lars Ernst Hole, founder of Holedesign, alongside board designs by fellow exhibitors Runa Klock, Sverre Uhnger, Camilla Akersvee and more.

Norwegian Icons

As well as the designers, 100% Norway will showcase contributions from a selection of Norwegian Icons' partner studios, including ready-to-market products and new productions of Norwegian Mid-Century classics and icons from **FjordFiesta, Northern Lighting, Slåke and Utopia Workshop.**

FjordFiesta

fjordfiesta.com



Architect Paul Lunder founded Fjordfiesta in Molde in 2001, with the aim of reconnecting to Scandinavian design heritage. Fjordfiesta's first project was to reintroduce the timeless Scandia chair range. Designed by Hans Bratrud in the 1950s, the chairs had been available only through vintage dealers since the mid 1970s. They were slightly adjusted by the designer and put back into production between 2001 and 2010.

With strong ties to the aesthetics of Scandinavian design and 21st-century ethics and environmental issues, Fjordfiesta's intention is to create furniture that will last for generations to come. As well as working to re-establish the classic designs of yesteryear, Fjordfiesta works with creative contemporary designers such as Anderssen & Voll and Andreas Engesvik. The company's vision is to introduce new furniture from the finest designers while playing an active role in preserving and developing classic Scandinavian design.

Northern Lighting

northernlighting.no



Founded in 2005 Northern Lighting is a small, dynamic Oslo-based company specialising in the design and manufacturing of lamps. Northern Lighting creates designer lamps for a range of moods inspired by the unique nature, culture and society of the Nordic region, as well as by the very special and ever-changing character of its natural light.

As its portfolio suggests, Northern Lighting is a young, playful and mood-orientated company: it represents and

promotes the joy of creative design and Nordic geographical and cultural heritage within the international design scene. The lamps it produces are the work of both up-and-coming talents and well-known names, but despite their different levels of experience, Northern Lighting's designers have one thing in common: they are all fiery souls who are fascinated by the mood-creating possibilities of light.

Slåke

slaake.no



Slåke was founded in 1938 and has been manufacturing classic furniture for more than 75 years. The company's vision is to create new classics in the Nordic design tradition, with an emphasis on caring for materials and without compromising on craftsmanship. Scandinavian design, Norwegian production and the use of solid wood are hallmarks of Slåke's products.

Working with Norwegian design trio Angell, Wyller and Aarseth, Slåke created the new Saddle chair (first shown at 100% Norway in 2014), while also continuing with the traditional production of the Jærstol – a comfortable and classic chair dating back to 1898.

Utopia Workshop

utopiaworkshop.com



Since 2002, Oslo design gallery Utopia Retro Modern has strived to promote Norwegian design history through sales and exhibitions. Its aim has been to create interest in 20th-century design in general – and Norway’s role in particular. In 2012, the gallery started producing its own designs, as

well as relaunching a selection of Norwegian classics. Utopia Workshop was established in 2014 as an independent company, specialising in the manufacture and distribution of furniture and other design objects.

Production Partners

100% Norway will demonstrate the profound importance of materials and production methods by inviting five Norwegian manufacturers to each present products, prototypes and processes centred on the use of a specific material: wood (**Tonning & Stryn**), wool (**Mandal Veveri**), glass (**Magnor Glassverk**), stone (**Lundhs**) and straw (**Biri Tapet**).

WOOD

Tonning & Stryn

tonningstryn.no

Hidden in one of the fjords of western Norway, the village of Stryn has been the home of furniture makers Tonning & Stryn since 1946. From 1960 until his death in 2000, Alf Sture provided many of its designs, producing 120 models over the course of his career with the company, and many of his earlier works from the 1940s and 1950s are still in production at Tonning & Stryn today. Alongside Sture's work, the company also produces the works of contemporary designers, including Andreas Engesvik, Olav Eldøy, Kristian Østensen, Scenario and Johan Verde. The furniture is produced using a variety of woods, subjected to traditional handcrafting methods in combination with modern machinery and equipment.



WOOL

Mandal Veveri

mandal-veveri.no



The weaving mill Mandal Veveri has produced textiles with natural fibres since 1918, selecting only the finest wool, mohair, linen and cotton, and sourcing yarn and dyes from suppliers in Norway and Europe. As one of Norway's leading producers of woollen goods, Mandal Veveri has a century of experience within the textile manufacturing industry. It is the leading producer of textiles for the bunad, Norway's traditional folk costume. The bunad is an important conveyor of cultural values, for in making the costume, Norwegian patterns and handicraft traditions are passed from one generation to the next. In 2012, Mandal Veveri began producing the Bunad Blanket designed by Andreas Engesvik.

GLASS Magnor

magnor.no

Magnor's glassworks was established in 1896 in a forested area in Magnor, near the border between Norway and Sweden, where the extensive woodlands could supply fuel for the glass-melting furnaces. Although its Swedish operations have ceased, Magnor is still in operation, producing tableware, vases and other art objects in glass. The company has manufactured glassware designed by Norwegian fashion designer Per Spook and Norwegian painter and artist Vebjørn Sand. It is currently collaborating with several contemporary Norwegian designers such as Kristine Melvær Five, Kristine Bjaaland, Øyvind Wyller and Andreas Engesvik.



STONE Lundhs

lundhs.no



With a century of experience, 15 quarries, 160 employees and offices in China, Brazil, Dubai, Vietnam, India, Taiwan and Italy, Lundhs is Norway's leading exporter of natural stone. The family-owned company is synonymous with Larvikite, the unique-to-Norway granite variety found around the city of Larvik and used in landmark interiors and exteriors worldwide. At 100% Norway, Larvikite is used as a surface material in Sverre Ungher & Thomas Jenkins' table 'As Long As You Like'.

STRAW

Biri Tapet

biritapet.no

Natural and eco-friendly, the straw wallpapers produced by Biri Tapet bring the serenity and softness of the outdoors into the home. Its story begins at the Semb family farm near the village of Biri, in 1938, when Klare Schee chose to incorporate straw into her tapestries. The first straw wall covering was used in the farm's dining room. It was here that her friends, the architects Arnstein Arneberg and Magnus Paulsson saw it, admired the warmth it brought to the room's atmosphere, the way its colours shifted over the course of the day, and decided to use it for a project in Oslo City Hall. Schee's hobby quickly turned into a business, and it is still operating over 75 years later.



Notes For Editors

100% Norway will be hosted by the Norwegian Centre for Design and Architecture (DogA), the Norwegian Ministry of Foreign Affairs, the Norwegian Embassy in London and Norwegian Icons.

About DogA

Situated in central Oslo, the Norwegian Centre for Design and Architecture was formed by the merging of the Foundation for Design and Architecture in Norway and the Norwegian Design council. The centre promotes the understanding, knowledge and use of design and architecture from a commercial and social perspective. The organisation promotes quality and innovation using design and architecture to develop surroundings, products and services.

doga.no

About Norwegian Icons

Norwegian Icons is an initiative intended to raise international awareness of Norway's contribution to the Scandinavian Mid-Century era. Launched by Oslo coffee shop and vintage-design showroom Fuglen, Norwegian Icons also collaborates with new Norwegian designers, supporting new design talent and sharing Norway's contemporary design scene with the wider world. Furthermore, the initiative works with leading companies in the production of historic Norwegian design icons, ensuring that the focus on quality – both of materials and functionality – that characterised Norwegian design between 1940 and 1975 is promoted around the world and preserved for generations to come.

norwegianicons.com

For further information and images, or to arrange interviews with the designers or curators, please contact Sabine Zetteler at sabine@zetteler.co.uk or call +44(0)7791 568890.

100percentnorway.com