

Norwegian  
Presence

Press Pack

A dialogue on innovation  
in the design and  
production process

10 Designers

8 Manufacturers

by Design and  
Architecture  
Norway (DOGA)  
and Klubben



➤ From left: Kitchen module by Hamran, Pedestal by Vilde Hagelund, Aluminium&Stone by Ali Gallefoss, S-1500 by Bendt Winge, redesign by Snøhetta and produced by NCP. Behind, Epilogue vase by Lundhs Real Stone and a selection from Objectum by Vilde Hagelund.

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Photography

Lasse Fløde

Stylists

Kråkvik&D'Orazio

Graphic Design

Bielke&Yang

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# Introduction

In the global North, it is increasingly obvious that we have enough – more ‘stuff’ will not make us any happier. Today, our task is to create more meaning from the things we do have, and to find new ways of using and reusing the resources available to us. Asking more from materials while limiting carbon consumption will demand greater innovation and local production. We have to design towards a circular economy.

Despite the absence of its usual exhibition platform – Milan – Norwegian Presence is back for a sixth year, bringing the best of Norway’s creative talent to the world design stage. Together, we shine a spotlight on the designers and manufacturers blazing a trail in the realms of circular production and sustainable design thinking.

The curatorial team, Marit Haugen from Oslo-based architects Haugen/Zohar and Benedicte Sunde of DOGA (aka Design and Architecture Norway), has selected 10 of the nation’s designers who are developing intriguing new applications for natural lower-carbon materials such as wood, aluminium, stone and paper.

Handpicked and followed closely over the year as their prototypes evolved, these designers have been selected for their unique perspectives on the new aesthetic of sustainability; the honesty of their materials; the fresh energy they bring to traditional craft approaches; their courage in breaking free from convention and challenging the present taste; and their pioneering ideas on using sustainable materials to solve global challenges.

This is not lip-service sustainability; these creatives are wholeheartedly engaged in a generational project to bring about a new age of sustainable making. They are fortunate to be working in a making culture that is already actively embracing the ‘green shift’. The furniture and interior industries in Norway are leading the way in terms of sustainable and ethical production. Many manufacturers have adopted the Environmental Product Declaration (EPD), developed by The Federation of Norwegian Industries, and more will follow.

Seven of these environmentally conscious manufacturers have been selected to →



→ Edvard Munch surrounded by his work at his studio in Ekely outside Oslo where this year’s photoshoot took place. © Munch Museet, 1938.

participate in Norwegian Presence. Each one of these organisations understands that it is a part of something bigger than itself, that, when it comes to society and the challenges we face, we are all in this together – a lesson that, in a time of pandemic, every one of us is learning in new ways every day.

An awareness of one's place in the world, a country filled with raw material, the creation of design in a hostile climate – these all lead to creativity and collaboration in the search for new solutions. NCP, for example, invited Snøhetta to help them find ways of using plastic waste from the fishing industries in their furniture, whereas Hamran literally saves forest from being demolished to make way for new roads, working with local politicians to ensure the oak that would otherwise be shipped abroad as pellets finds a new life in furniture and kitchens. Stories like these – of insight, imagination and ingenuity in our design industry – are at the heart of Norwegian Presence. It is our hope that the rest of the world finds as much inspiration in them as we do.

Norwegian Presence is organised in collaboration with the Ministry of Foreign Affairs, Hydro, Lundhs, Innovation Norway, Norwegian Industry, Jotun and Visit Norway.

## The Munch Connection

When we realised one of the manufacturers participating in the programme – Vestre – had produced the furniture for the new Munch Museum, we knew we wanted to push this link between the past and present. Norwegian Presence was perfectly suited to explore the connection with one of Norway's most internationally renowned artists and creative design talents – but how best to approach this?

Our official photography shoot of the products took place in Munch's own studio at Ekely, creating a distinctive atmosphere. The paint stains on the floor of the studio are visible traces of Edvard Munch's work and serve as a symbol of what Norwegian Presence is all about: opening up the process behind the creation of a product and the properties of the materials that comprise it.

We're thankful to the Foundation Edvard Munch's Studio for making the premises available for photography. We also thank photographer Lasse Fløde and stylists Kråkvik&D'Orazio for their joint efforts in capturing the distinctive atmosphere in the studio.



Scala stepstool and Lulle daybed by Nils Stensrud, Korpus and Furublokk by Andreas Bergsaker. On the floor in front, Alumium & Stone by Ali Gallefoss. Raw stone from Lundhs Real Stone (top of column). Leaning against the wall, textile by Gudbrandsdalens Uldvarefabrik.

# Designers

Ali Gallefoss

Andreas Bergsaker

Dybwad&Wyller

Kiki Plesner-Löfroth

Nils Stensrud

Philipp von Hase

Poppy Lawman

Sofie&Tiange

Tobias Berg

Vilde Hagelund

## ALUMINIUM & STONE

Aluminium & Stone are objects anchored in experimentation. Inspired by Norwegian nature and fairy-tale creatures, the two materials' strengths and weaknesses are explored by casting pieces of stone in metal. The process is intuitive: shapes are drawn in sand and liquid aluminium is poured in, leaving ample room for the unexpected in the process and the end result. The stones used are leftover materials from Lundhs Real Stone, and aluminium is recycled scrap metal.

Ali Shah Gallefoss  
Designer

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Ali Shah Gallefoss is from Bergen and completed a bachelor's degree in Furniture and Spatial Design at the Bergen Academy of Art and Design in 2018. He currently lives in Oslo, studying for a master's degree at the Oslo National Academy of the Arts. In 2019, Gallefoss created a sculpture from surplus scarves and cut-offs from the stone industry for the Norwegian fashion brand Holzweiler – a collaboration that is now being continued in the form of a clothing collection.



➤ Aluminium & Stone  
L 50 × W 60 × H 45 cm  
L 35 × W 25 × H 35 cm

## KORPUS & FURUBLOKK

Korpus is a wall-mounted shelf crafted from a single sheet of recycled aluminium. The metal is laser cut and hammered to shape by hand, leaving visible traces of the manual process. The construction requires no welding, making Korpus a production-friendly and 100% recyclable product.

Furublokk, a family of side tables in solid pine wood and linseed oil, have a hollow block-like design, hence the name. An opening in the upper surface makes the objects a cross between a table, a storage space, a display unit and a sculpture. The design also gives the inexpensive and widespread Norwegian pine an unexpected finish that is usually reserved for more exclusive types of wood.

Andreas Bergsaker  
Designer

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Andreas Ferdinand Riise Bergsaker, originally from Oslo, lives and works in Copenhagen, Denmark. He completed a master's in Product Design at the Oslo and Akershus University College in 2015. His practice focuses on high-quality everyday objects rooted in traditional crafts and tactility. Bergsaker's works have previously been exhibited in London, Milan, New York, Oslo and Stockholm.

↓ Korpus  
L 30,3 × W 25,4 × H 21,6 cm



↑ Furublokk  
L 36,5 × W 23,5 × H 61 cm  
L 48 × W 31 × H 38,1 cm

## STICK

Dybwad&Wyller  
Designers

haavarddybwad.no  
oyvindwyller.no

**Stick** is a simple and timeless coffee table in oak, aluminium and larvikite. The design builds on the idea of a round surface hovering between four thin sticks, which give it its name. The frame and tabletop are available in different finishes, with scope for various combinations of colours and materials. Over time, the natural surfaces will develop an appealing patina. **Stick** is designed to last, both aesthetically and through physical wear and tear, and can be flat-packed for easy transportation. The aluminium frame is made in collaboration with Hydro and powder-coated by Jotun Powder Coatings. The table top in larvikite is developed in close collaboration with Lundhs.

Håvard Dybwad and Øyvind Wyller live and work in Oslo, each holding a degree in Product Design, from the Oslo and Akershus University College and the Oslo National Academy of the Arts, respectively. They met in 2019 during an event at the housing cooperative where they both live. Building on their individual design careers, their shared values and views on design paved the way for a new collaboration.



➤ Stick  
H 40 × W 60 cm  
H 40 × Ø 80 cm

## FROZEN

Frozen is a family of textile patterns that are digitally printed on GOTS-certified cotton and recycled polyester with water-based, Green-guard Gold-certified latex ink. Their design is inspired by everyday events, preserving and amplifying seemingly unimportant moments. The patterns are designed using ink, moss and play dough before being digitised. Thanks to digital printing technology, designs can easily be produced in small quantities, avoiding unnecessary waste. The process also requires a minimal amount of water compared to traditional dyeing techniques. A number of the designs have been woven by the Norwegian manufacturer Innvik.

Plesner Patterns  
Designer

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@plesner\_patterns

Kiki Plesner-Löfroth is from Oslo and studied Art Direction at Westerdals Oslo ACT and Graphic Design at Swinburne University of Technology, Australia. As a graphic designer, she is experienced in creating visual identities and in 2018, she founded Plesner Patterns, a Norwegian pattern design studio focusing on textiles and wallpapers.

In collaboration with Hydro, Plesner Patterns has also designed a showpiece for Norwegian Presence 2020, which will be incorporated into the exhibition architecture.



## SKALA AND LULLE

Nils Stensrud  
Designer

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Skala and Lulle, both in solid birch, are the first products in Variations in Birch, a series devoted to explorations of beautiful, sturdy wood joints. With an intuitive and workshop-based approach, the project aims to create a vocabulary of shapes that highlight the qualities of birch wood as a local and sustainable resource. Skala can be used as a side table, step stool and stool. Lulle is a daybed made of simple constructions and materials in collaboration with furniture maker Jörg Siegfried Schauer. The daybed's woollen textile surface is padded with used wool blankets. Skala and Lulle are joined with glue and wooden plugs and treated with matte hard wax oil.

Nils Stensrud holds a degree in architecture from the Oslo School of Architecture and Design. Having worked for several years in the architectural industry, he now runs his own design practice in his hometown of Trondheim, focusing on small-scale architecture and furniture production. He also teaches at the Faculty of Architecture and Design at the Norwegian University of Science and Technology. His works have previously been exhibited at home and abroad, including at 100% Norway in London in 2016.



➤ Skala & Lulle  
L 35 × W 35 × H 45 cm  
L 200 × W 65 × H 43 cm

Una is a series of wooden picture frames. Using a traditional steam-bending technique, the wood's cellulose fibres are softened, manipulated and left to solidify in a new U-shape. The frames have no top allowing the contents to be changed easily. The result is a successful balance between production time, material demand, profit and craftsmanship. Aaltobelli is a wooden seating group that can be rolled up and stored in a leather case. It consists of six stools, two trestles and a tabletop – a portable, compact and versatile solution, originally designed for a travelling theatre group.

Philipp von Hase studied furniture making in his hometown of Hanover, Germany. Today he lives and works in Bergen and holds a master's degree in Furniture Design from the Bergen Academy of Art and Design. He has built classic Danish design furniture in Copenhagen and taught traditional furniture making in São Paulo, but lately his focus has been on his own design practice and small-scale furniture production.



➤ Aaltobelli  
L 180 × W 80 × H 72 cm

## PAPIRSTEIN

Papirstein is a chair made of compressed spruce paper pulp and local rosehip ink from the woods surrounding Oslo. The object is made using a compression technique commonly employed for packaging purposes. Papirstein explores the idea of a circular approach to furniture production – the material is recyclable, degradable and renewable. The project is a collaboration with the 122-year-old paper mill Hellefoss Paper in Hokksund, Norway.

Poppy Lawman  
Designer

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@poppylawman

Poppy Lawman is originally from England, but lives and works in Oslo. She holds a master's degree in Product Design from the Oslo Metropolitan University, and in 2019 she was named Newcomer of the Year at the Bo Bedre Design Awards. Her work is based on transparent processes, locality, sculpture and slow design.



➤ Papirstein  
L 45 × W 50 × H 45 cm

Hylla is a free-standing shelf module in recycled aluminium and ash. The design is rooted in Asian wood joints and simple Scandinavian aesthetics, and the furniture is mounted without the use of nails or screws. It can be expanded with different shelves, functions and colours to suit the various stages of the owner's lifecycle. Leaf is a recycled aluminium lamp with LED lights, inspired by the shape of a single leaf. The lamp can be used as both a table lamp and a pendant, and casts a soft, atmospheric and indirect light. Each part of the lamp can easily be replaced, ensuring a long life. Leaf and Hylla are made in collaboration with Hydro and powder-coated by Jotun Powder Coatings.

To ensure a circular lifespan, both Hylla and Leaf have a deposit mark. This enables the customers to exchange parts or get a discount on new ones if something is damaged or worn, or if they simply want other features or colours. The shop can sell, repair or recycle the used parts.

↓ Hylla  
L 360 × W 42 × H 100 cm



The Oslo-based studio Sofie&Tiange was founded in 2019 by Stine Sofie Fevang Skinlo from Tønsberg and Tiange Wang from Yantai in China, both educated at the Oslo School of Architecture and Design. Together they design everyday objects, furniture and lighting, inspired by the diversity and contrasts of their different cultural backgrounds. The goal is to create intuitive products that arouse curiosity, and which users want to keep throughout their lives.



↑ Leaf  
L 4 × W 20 × H 25 cm

## KVITRE

Kvitre is an armchair with a powder-coated steel frame and seating in various materials including leather and canvas. The chair's name, meaning *Chirp* in Norwegian, is inspired by its thin, bird-like legs. The width and angle of the design are rooted in ergonomics and comfort, and the minimalist design is flexible – the seat can easily be repaired or replaced in response to wear, tear or simply the user's changing style and taste. The chair is sturdy and can be used both indoors and outdoors.

Tobias Berg  
Designer

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@tobiasberg.design

Tobias Berg Johannessen is from Nesodden and completed a master's degree in Product Design at the Oslo Metropolitan University in 2019. He received a Design Scholarship from the Federation of Norwegian Industries that same year. His works have previously been exhibited at the Oslo Design Fair, Håndverk+ and the Stockholm Furniture & Light Fair, and in January 2020 he was named one of the world's most promising young design talents by Wallpaper\*.



↗ Kvitre  
L 67 × W 66 × H 72,5 cm

## OBJECTUM: REMISSUS AND PEDESTAL

The Remissus trays and Pedestal table, all in soap-washed birch, are the result of the project Objectum – a library of 60 objects in birch made over 60 days, with the aim of gaining a deeper knowledge of the material's inherent properties. Remissus' organic shape is carved from one piece of wood, inspired by the unpredictable contours of a drop of water. Pedestal is machine-made with hand-carved details, giving the furniture its distinct tactility. Both objects are based on craftsmanship and knowledge of materials as prerequisites for producing furniture with a long life.

Vilde Hagelund  
Designer

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Vilde Hagelund is from Lier and completed a bachelor's degree in Multimedia Technology at the University of Agder before studying Product Design at the Oslo Metropolitan University. Her master's degree thesis Objectum was nominated for Designers' Saturday Awards – Best Talents 2019, and she received a Design Scholarship from the Federation of Norwegian Industries the same year. In January 2020, Hagelund was presented with the DOGA Newcomer Award, and named one of the world's most promising young design talents by Wallpaper\*.



➤ Pedestal  
H 40–55 × Ø 45 cm



➤ From left: Kvitre by Tobias Berg, pillow by Gudrun, Papirstein chair by Poppy Lawman, rolled up Aaltobelli table by Philipp von Hase (in the corner) and Pedestal by Vilde Hagelund.

# Manufacturers

Fjordfiesta

Gudbrandsdalens

Uldvarefabrik

Gudrun

Hamran

Hydro

Lundhs

NCP

Vestre

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 aims to represent, promote and progress Norwegian design culture through innovative design collaborations.

At Norwegian Presence, Fjordfiesta will showcase the armchairs Scandia Senior Vipp and Scandia Nett designed by Hans Brattrud. They will also be exhibiting Tron Meyer's Cyclop Stool – first presented at last year's exhibition – and a prototype of a new armchair in the Rastad & Rellings Bambi family. The relaunch is a collaborative project with UTOPIA Retro Modern.



Gudbrandsdalens Uldvarefabrik (GU) has been making textiles for over 130 years. The family-owned mill in Lillehammer, Norway, specialises in the design and 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 Reda1, a new textile design featuring beautiful melange greys interwoven with a sophisticated three-colour twist. Also, they are re-launching of the two GU classics Herringdal and Morgedal in muted neutrals, and a new colourway in Koksda1, a versatile, sophisticated melange.



Launched in 2019 by Rikke and Torkel Bye-Sondresen, Gudrun is a small, family-orientated company, producing pillows and cushions with sustainable, high-quality wool. All Gudrun's textiles are woven by Innvik in the Stryn municipality.

Showing at Norwegian Presence, the brand's first collection features decorative stripes and textures in pastel shades inspired by Norway's late summer nights, beautiful sunsets and natural environment.



The Hamran family business, established in 1930, designs and builds interior and kitchen solutions in close collaboration with small and large clients. The products are made in Norway, where material knowledge, durable design and good craftsmanship meet modern engineering. In January 2017, Hamran was instrumental in creating the collaborative concept of Made By Wood.

Hamran will be showing a modular kitchen with stone worktop made from Lundhs Real Stone and the furniture series Under crafted in oak and designed by Hamran in collaboration with the architectural office Snøhetta.



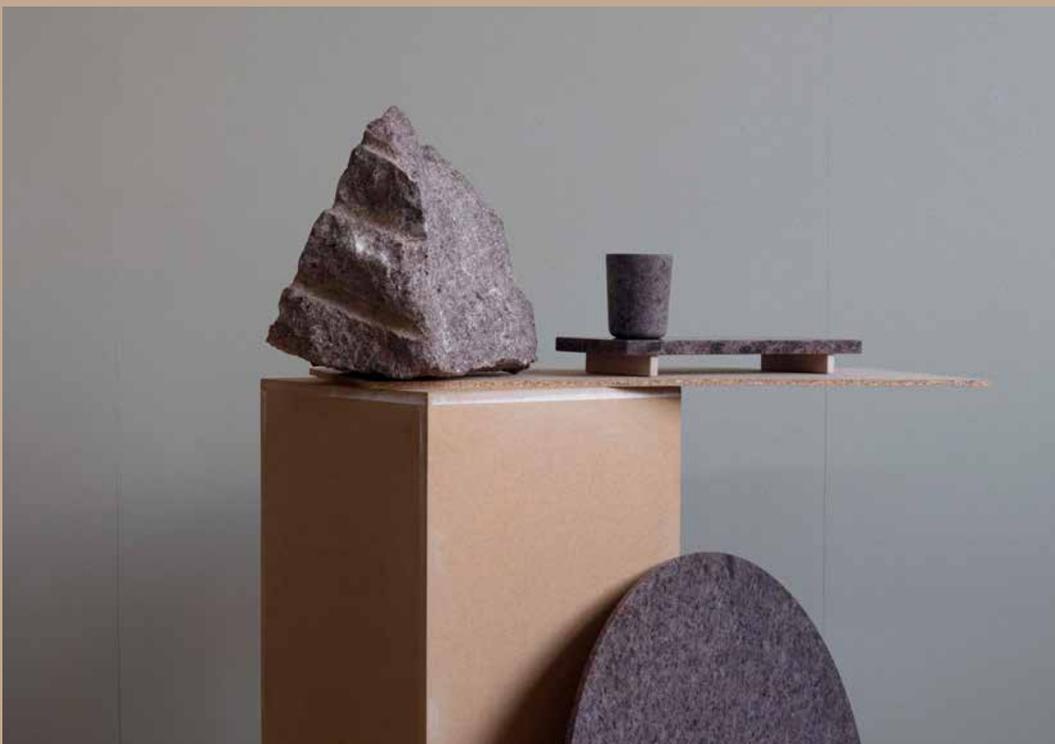
Founded in Norway in 1905 and headquartered in Oslo, Hydro is a global aluminium and renewable energy company now operating in more than 50 countries worldwide. As a manufacturer of an infinitely recyclable material – aluminium – and a producer of hydroelectric power, Hydro has a century-long track record of innovation in technology and energy-efficient production, and is strongly committed to sustainability and the highest possible environmental standards. In 2020, the company became fully carbon-neutral and continues to explore new ways of reducing the environmental impact of its products and processes. Through renewably powered production processes and products such as Hydro Circal (recycled aluminium made from post-consumer it also helps its customers on the path towards zero emissions and a circular economy.

Hydro has collaborated with Norwegian Presence designers both on the 2020 programme and in previous editions. This year, Hydro's contributions include providing aluminium for the frame of Dybwad & Wyller's *Stick* coffee table, and contributing recycled aluminium for Sofie & Tiange's *Leaf* lamp and *Hylla* shelving module.



Norwegian quarrying company Lundhs is the largest producer of natural stone in Northern Europe, with a history of over 100 years sourcing and supplying Norway's unique larvikite stone. As well as providing raw stone to global factories for worktops, tiles and cladding under the brand Lundhs Real Stone, Lundhs supports and collaborates with designers and artists in order to discover and promote innovative applications for natural stone.

At Norwegian Presence, Lundhs presents its Lundhs Real Stone materials and objects from two limited edition design collections. *Essence* is a collection of interior accessories, designed by Thomas Jenkins and Sverre Uhnger. *Epilogue* is a collection of vases and boards, made of surplus material from stone production, made in collaboration with Norwegian design duo Vera&Kyte. Lundhs Real Stone worktops are also used on Hamran's kitchen module, which is displayed in the exhibition. This is a collaboration that evolved from when the companies met during the preparation for Norwegian Presence 2020.



Founded in Oslo in 1932 as Romo, Nordic Comfort Products (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 manufacturing and a circular local economy.

By recycling plastic from the fishing industry, NCP makes products like the S-1500 chair, originally designed by Bendt Winge in the late 1960s. In 2019, the chair was redesigned by Snøhetta in collaboration with NCP. The S-1500 will be exhibited at Norwegian Presence together with the stacking stool Beat, designed by Stian Brinch Skaara and Bastian Juul Andersen.



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 shows the outdoor furniture Stones designed by Espen Voll, Tore Borgersen and Michael Olofsson, Folk benches from Front design, Code seating modules by Johan Verde and Hong Ngo Aandal, Cycle bike rack by Sanna Lindström and the Munch collection created by Andreas Engesvik and Jonas Ravlo Stokke for the new Munch Museum, which opens in the fall of 2020.





From left: Stick table by Dybwad&Wyller, Leaf lamp by Sofie&Tiange, table top in marble and raw stone from Lundhs Real Stone and textile from Plesner Patterns.

# Organisers & Partners

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## Design and Architecture Norway (DOGA)

Design and Architecture Norway (DOGA) works to promote awareness of design and architecture in the development of urban environments, products and services. The organisation facilitates collaborations between creative talent and businesses, with the ambition of strengthening design and architecture's influence in Norway.

doga.no  
@doganorway



## Klubben

Founded by designers Victoria Günzler, Sara Polmar and Sverre Uhnger in 2011, Klubben is an initiative to promote, support and foster collaboration between Norway's emerging and established design talents. The organisation currently consists of 37 members living and working in Oslo, Bergen, Copenhagen, London, Berlin and New York.

klbbn.no  
@klubben\_norway

**klubben**

## Hydro

Hydro is a Norwegian aluminium company with operations worldwide. They are present throughout the value chain, from sourcing the raw material to making bespoke aluminium products, along with recycling and energy production. With over 100 years of experience with renewable energy, technology and innovation, the global company is committed to creating a sustainable future through innovative aluminum solutions. The company is constantly working to develop low carbon alloys through the series Hydro CIRCAL and Hydro REDUXA. Hydro has assisted in the development of aluminum prototypes for Norwegian Presence 2020.

hydro.com  
@norskhydroasa  
@shapesbyhydro



## Jotun

As one of the world's leading manufacturers of paints and coatings, Jotun has been an important part of private homes, public buildings and a wide range of industries for more than 90 years. As the marine sector's main supplier worldwide, and as a decorative paints trend-setter, Jotun combines high quality with creativity and innovation. Jotun has 62 companies and 40 production facilities across the world. Jotun has contributed to powder coating of several of the prototypes in the exhibition.

jotun.com  
@jotunlady  
@jotunpowdercoatings



## Innovation Norway

Innovation Norway was founded in 2003 with the ambition of creating and strengthening entrepreneurial business environments in Norway, securing development in rural areas and promoting Norway as an attractive tourist destination. Through grants, consultancy services and skills enhancement, the ambition is to support start-ups and growing businesses.

innovasjonorge.no  
@innovasjonorge



## Lundhs

Lundhs supports and collaborates with designers and artists in order to discover and promote innovative applications for natural stone. They have, among other things, developed an exclusive series of interior objects to bring new life to surplus materials of larvikite and anorthosite. Lundhs is both an exhibitor and partner in this year's exhibition and has contributed with offcuts from their production and guidance in the development of prototypes for the designers who use Lundhs Real Stone as material.

[lundhsrealstone.com](http://lundhsrealstone.com)  
[@lundhsrealstone](https://www.instagram.com/lundhsrealstone)



## The Federation of Norwegian Industries – Design Industry

Established in 2006, the Federation of Norwegian Industries is the employers' organization for industry in Norway. The Design Industry is the association for the design sector. Their vision is to contribute to strengthen their members competitiveness, so Norwegian design and manufacturing industries in 2030 should have doubled its export volume.

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

## A dialogue on innovation in the design and production process

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**klubben**



vestre



Hamran FJORDFIESTA



Gudrun NCP

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