

# ZETTELER

CREATIVE PUBLICITY

---

## Norwegian Presence

### The making of modern Norway

Zona Tortona, Salone del Mobile, Milan

17 –22 April 2018

---

For the last three years, Norway's annual appearance at Milan Design Week has been one of the highlights of the festival, showcasing the work of the most talented Norwegian designers and makers, and bringing thousands of visitors face to face with the country's thriving community-driven, mutually supportive and cross-disciplinary design culture.

This year's exhibition, **Norwegian Presence**, marks the beginning of a new chapter for Norway in Milan, as the show makes its debut appearance in a new location – the city's rapidly evolving creative hotspot, **Zona Tortona**. Here on 17 April, 15 selected studios, designers and craftspeople will come together to present the Salone del Mobile's international audience with products and prototypes ranging from furniture and textiles to sculpture and installation. Their work will be accompanied by exhibits from 6 of Norway's most respected and exciting high-quality **manufacturers**, including long-established names such as Vestre and freshly launched creative enterprises like Objekt.

By showing designers, craft artists and producers in juxtaposition, Norwegian Presence aims to present a complete **concept-to-creation** picture of making in Norway today, spotlighting both accomplished designers and exciting new creative voices, and providing a platform to the forward-thinking manufacturers who are the lifeblood of the industry.

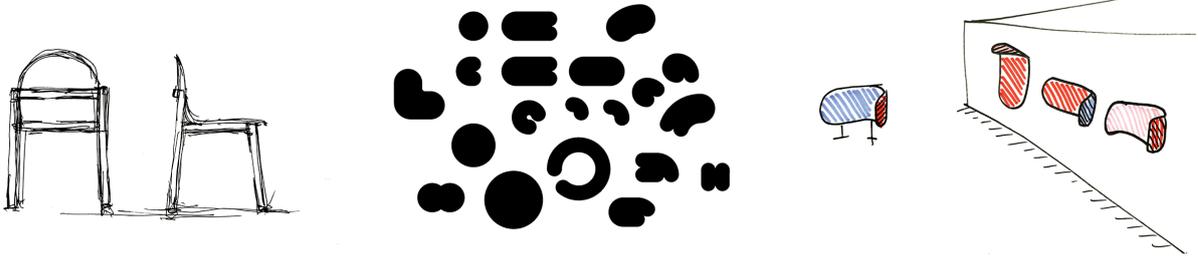
Each exhibitor has been selected by the curatorial team based on three factors that characterise contemporary Norwegian making: the quality of the **materials** they employ and the products they produce; the **sustainability** of their work; and the sense of fellesskap – the Norwegian word that denotes a focus of **community**, an appreciation of shared goals and a propensity towards collaboration. The exhibition seeks to explore and highlight how these three dimensions inform and shape modern Norwegian design – in terms of concept development, making processes and production infrastructure.

---

# ZETTELER

CREATIVE PUBLICITY

---



Like its predecessor exhibitions, Norwegian Presence (2015) Structure (2016) and Everything is Connected (2017), Norwegian Presence 2018 is the collaborative vision of three of Norway's the most influential creative organisations: Design and Architecture Norway (DOGA), Norwegian designers' union Klubben and internationally focused craft network Norwegian Crafts.

---

## Highlights of the show include:

- Handmade sculptural shelving and seating from emerging Oslo maker **Sigve Knutson**, whose free-form experimental objects hark back to humanity's earliest relationships with materials and making. Knutson's headline-grabbing *Drawing Objects* exhibition in Milan last year has ensured the design world's eyes are set on what the young designer will do next.
  - An outdoor area furnished by the internationally renowned sustainable street-furniture manufacturer **Vestre**. Family-owned since its establishment in 1947, the brand specialises in products for public spaces and socially engaging urban environments.
  - **Scoop** by Stavanger-based designer **Lars Tornøe** – a family of multi-purpose wooden bowls in ash and oak, featuring scoop-like depressions that can be used to store or display small objects.
  - The launch of new Norwegian design brand **Objekt**, which will introduce the world to its collection of 'everyday objects for everyday use' at Norwegian Presence. For the brand's debut, Objekt presents the relaunch of **Grorudstolen**, a tubular steel chair designed in 1958 by the acclaimed designer Hans Bratrud (creator of the Scandia chair, who died last year, shortly after approving the reproduction). Objekt also presents **As Long As You Like** – the versatile oak and Larvikite table by Sverre Uhnger and Thomas Jenkins that – aptly enough – was first introduced as a prototype in Milan at Norwegian Presence 2015.
  - **Material Acoustics** by **Stian Korntved Ruud** (one half of Oslo art, craft and design studio Kneip). As part of a wider 2018 sculptural project, the designer presents an installation of three objects (two clocks and a doorbell) that explore our everyday relationship with sound and ritual.
-

# ZETTELER

CREATIVE PUBLICITY

PRESS RELEASE | Jan 2018

## EXHIBITORS

### Design

1. Domaas Høgh
2. Lars Tornøe
3. Marianne Andersen + Victoria Günzler
4. Martin Solem
5. Noidoi
6. Petter Skogstad
7. Sara Polmar
8. So Takahashi
9. Stine Aas
10. Vera & Kyte

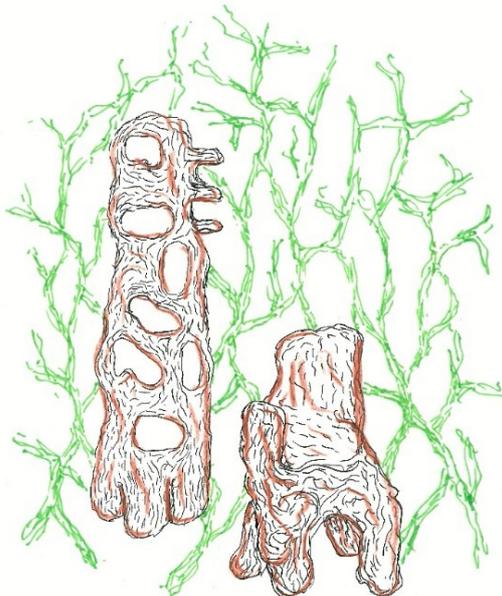
### Craft/Sculpture

1. Lillian Tørlen
2. Pearla Pigao
3. Sigve Knutson
4. Stian Korntved Ruud

### Manufacture

1. Elementa
2. Flokk
3. Gudbrandsdalens Uldvarefabrik
4. Northern
5. Objekt
6. Vestre

The inaugural event in a **three-year programme** of **international exhibitions** of the best of Norwegian design and manufacture, Norwegian Presence's arrival in Zona Tortona marks an exceptional opportunity to discover the breadth of making in Norway, and gain an insight into the ongoing story of Norwegian creativity on the world stage.



Sketches for *Shelf Tower No. 3* and *Wood Clay Chair No. 3*, Sigve Knutson

# ZETTELER

CREATIVE PUBLICITY

PRESS RELEASE | Jan 2018

---

## **Notes for Editors**

Venue                      Opificio 31, via Tortona 31  
Area                        Zona Tortona  
Dates                      17–21 April 2018  
Opening times            10am – 9pm

Exhibition design by Klubben / **Silje Nesdal** and **Sverre Uhnger**

Norwegian Presence is supported by **The Royal Norwegian Ministry of Foreign Affairs, Innovation Norway** and **The Federation of Norwegian Industries**.

Instagram                **@NorwegianPresence**  
Facebook                 **/NorwegianPresence**

---

## **About Klubben**

Founded by designers Victoria Günzler, Sara Wright Polmar and Sverre Uhnger in 2011, Klubben is an initiative intended to promote, support and foster collaboration among Norway's emerging and established design talents. Today, it comprises 31 members, with varied backgrounds in furniture and product design, living and working in Oslo, Bergen, Copenhagen, London, Berlin and New York.  
klbbn.no

## **About 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.  
doga.no

## **About Norwegian Crafts**

Norwegian Crafts was founded to strengthen the global position of Norwegian contemporary craft. It facilitates various types of exchange across the Norwegian and international craft field, with an emphasis on four main areas: exhibitions, market development, critical theory, and networking and residencies.  
norwegiancrafts.no

---