

100% Norway



100% Norway 2008

www.norway.org.uk/100percent

100% Design, Stand G30

Designers Block, Ground Floor

Press Release

100% Norway is back and celebrating its 5th anniversary in 2008 with a double exhibition during the London Design Festival. The latest furniture and home accessories to emerge from one of the world's most exciting destinations for design today will be on display at a monumental stand at 100% Design, Earls Court, as well as at a little sister exhibition staged as part of Designers Block in Covent Garden.

Over recent years Norway has begun to establish an impressive international reputation in the worlds of design, architecture and culture. As the now familiar names such as Snøhetta and Norway Says come of age, cementing their position with major landmark projects, a new generation is also emerging and continues to set new benchmarks in quality, innovation and sustainability.

Norwegian design today is more internationally relevant, planet-aware, innovation-driven and culturally sophisticated than ever before. As it has evolved beyond the cultural clichés that can often define Scandinavian design, however, there remains a strong sense of provenance, and many Norwegian designers can be found to celebrate traditional craftsmanship, customs and materials. Naturally, too, the extraordinary landscape of the homeland is a major inspiration to most.

Curated once again by Henrietta Thompson the joint exhibition is designed by young architects of the moment Brendeland & Kristoffersen whose Bedroom Box, a standalone two-storey bedroom element taken from the architects' Svartlamoen project in Trondheim, forms the central element of the Norwegian show at 100% Design. Contrary to many booths used in trade-fair environments such as this, almost every element of the 100% Norway stands will be recycled, or recyclable, or (in most cases) both.

Building on the success of previous years, 100% Norway 2008 will showcase the best new works of both established and up-and-coming designers. Further highlights of the two exhibitions (which will each show a different collection of items) include an achingly elegant range of furniture that brings daylight to SAD sufferers from Daniel Rybakken, an entirely customisable and sustainable chair from Meld, and a number of accessories designed specifically for use in Oslo's incredible new Opera House from Johan Verde and Slip. This year's visitors can also look forward to world launches from Norway Says, Stokke Austad and Frost Produkt among others, and witness the first UK showing of new Norwegian designers and manufacturers including Tveit & Tornøe; Wyller, Frøystad & Klock; and Nora Form.

Notes to editors:

100% Norway will occupy stand G30 at 100% Design, Earls Court, from 18 – 21 September. The smaller sister exhibition will be at Designers Block, Covent Garden, 18 – 21 September.

100% Norway 2008 is organised by the Royal Norwegian Embassy, Innovation Norway, the Norwegian Design Council and InsideNorway, with support from the Norwegian Ministry of Foreign Affairs. None of the designers or manufacturers pay to take part at the exhibition.

100% Norway 2008 is curated by Henrietta Thompson who also curated the past two years' exhibitions. Henrietta Thompson is a design and architecture writer and curator, based in London and Barcelona, and her roles have included Deputy Editor and then Editor at Large at Blueprint, Technology Editor at Dazed & Confused, and Editor at Winkreative and Phaidon,. She is currently Editor of Interiors, and writes regularly for Design Week, Business Life, Monocle, Wallpaper*, Viewpoint, Arena, the Guardian and the Architects Journal, among others.

The firm Brendeland & Kristoffersen was set up in 2002 by young architects Geir Brendeland and Olav Kristoffersen, both educated in Norway. Their practice has already won numerous awards and commissions, including a social housing scheme in Trondheim and new houses in the Arctic island of Svalbard, close to the North Pole.

Their housing project for young people in Svartlamoen, Trondheim, of which an element is the focal point of the 100% Norway stand, have received a lot of interest from around the world and propelled the firm into the international spotlight. In 2007 this project was short listed among the 40 best architectural works in Europe from 2005-2007, the Mies van der Rohe Award (EU prize for contemporary architecture). In August 2007 the office was also selected for the international architects' panel that is going to design the Athletes' Village for the London 2012 Olympic Games.

**All press enquiries and image requests to Thomas Aastad at the Royal Norwegian Embassy
thaa@mfa.no / 020 7591 5530.**

Participating designers:

2Form – www.2form.no

Alex Hellum – alex@hellum.demon.co.uk

Boen – www.boen.no

Brendeland & Kristoffersen – www.bkark.no

Cathrine Kullberg – www.cathrinekullberg.com

Daniel Rybakken – www.danielrybakken.com

Elisabeth Nossen – elisanos@hotmail.com

Ercol – www.ercol.com

Figgjo – www.figgjo.no

Fjord Fiesta – www.fjordfiesta.com

ForaForm – www.foraform.com

Frost Produkt – www.frostprodukt.com

Helland – www.helland.no

Helly Hansen – www.hellyhansen.com

Hive – www.hivespace.com

Hole Design – www.holedesign.com

HÅG – www.hag.no

Jensen – www.jensen.no

Johan Verde – www.verde.no

Kim Thome – www.kimthome.com

Kjersti Johannessen – kjersti_jo@hotmail.com

LK Hjelle – www.hjelle.no

Lull – www.lull.no

Meld – www.meld.com

mmw arkitekter – www.mmw.no

Muuto – www.muuto.com

Nora Form – www.noraform.no

Northern Lighting – www.northernlighting.no

Norway Says – www.norwaysays.com

Permafrost - www.permafrost.no

Peter Opsvik – www.opsvik.no

Petter Knudsen – www.petterknudsen.com

Petter Skogstad – petterskogstad@gmail.com

Porsgrund – www.porsgrund.com

Sigurd Strøm & Torstein Nilsen

Skogstad Vold – www.skogstadvold.com

SLIP – www.slip.no

So Takahashi – www.headsinc.com

Steinar Hindenes – stehi@online.no

Stokke Austad – www.stokkeaustad.com

Tveit & Tornøe – www.tveittornoe.com

Varier Furniture – www.varierfurniture.com

Wik & Walsøe – www.wik-walsoe.no

Woolin – www.woolin.no

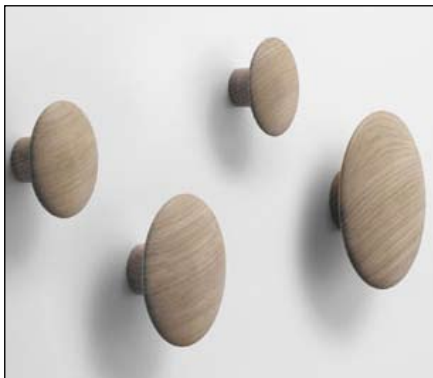
Wyller, Frøstad & Klock – www.wfk.no

Yoyo Ceramics – www.yoyoceramics.co.uk

100% Norway



100% Norway 2008 Image sheet



Dots coat hangers, designed by Tveit&Tornøe, manufactured by Muuto



Slash lamp, designed by Hive



Scandia Net lounge chair, designed by Hans Brattrud, manufactured by Fjord Fiesta



Birdside table, designed by Alex Hellum, manufactured by Heals



Break vase, designed by Skogstad Vold



Peg chair, designed by Alex Hellum, manufactured by Heals



Plus salt & pepper mills, designed by Norway Says, manufactured by Muuto



Eden bed, designed by NPK, manufactured by Jensen



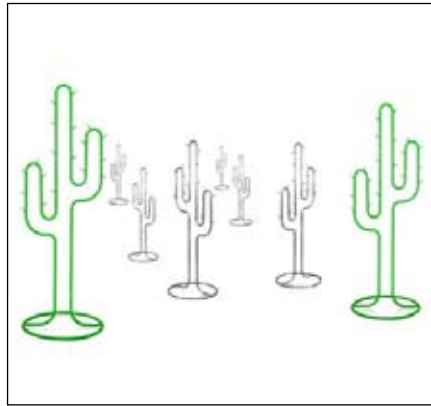
Trippel table, designed by Wyller, Frøstad & Klock

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Norwegian Forest pendant lamp, designed by Cathrine Kullberg



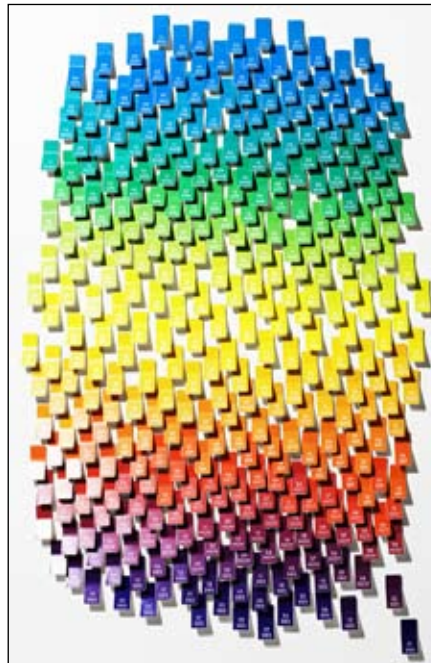
Wild Bill coat stand, designed by Tveit & Tornøe



Fly Me To The Moon chair, designed by Sigurd Strøm & Torstein Nilsen, manufactured by ISAK



Penguin chair, designed by Peter Opsvik, manufactured by Varier Furniture



Pantone magnetic calendar, designed by Stokke Austad



Bender floor décor lamp, designed by Morten Kildahl, manufactured by Northern Lighting



MHY lamp, designed by Norway Says, manufactured by Muuto



No. 3 table lamp, designed by Kim Thome



Deconstruction of Form glassware, designed and manufactured by Kjersti Johannessen

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Bird sofa, designed by Tveit&Tornøe and Steinar Hindenes, manufactured by Helland



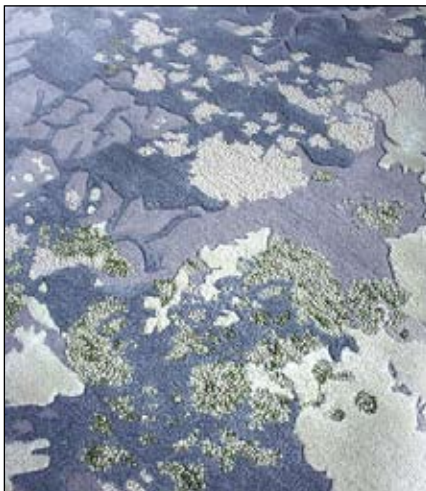
ALBA cutlery, designed exclusively for the The Norwegian National Opera & Ballet by Jens Olav Hetland/SLIP, manufactured by Con Gusto/Culina Norway



Nora lounge table, designed by Tore Borgersen and Michael Olofsson, manufactured by Nora Form



Pixie Sun Leaf porcelain vase, designed and manufactured by Wik&Walsøe



Tundra rug, designed by 2Form



Spir vitrified chinaware, designed by Johan Verde, manufactured by Figgio



Subconscious Effect of Daylight table with light, designed by Daniel Rybakken



Copenhagen chair, designed by Lars Tornøe from Tveit & Tornøe, manufactured by Fora Form



Ceramic Notepad, designed by Helen Johannessen, manufactured by Yoyo Ceramics