

# 100% Norway

## Win the Ultimate in Norwegian Living Room Chic

100% Norway to launch 'Win a Norwegian Living Room' competition

**To celebrate the inspirational Norwegian designs being showcased at the 100% Norway exhibition during the London Design Festival, a competition to 'Win a Norwegian Living Room' will be launched online.**

The competition, running from September 6th for six weeks, gives visitors to the Norwegian Embassy Facebook page the chance to win a range of beautiful furniture and accessories created by some of Norway's most celebrated designers.

Thomas Aastad, 100% Norway project manager at the Norwegian Embassy in London said: "Norwegian designers are renowned for their beautiful, contemporary designs that often incorporate elements of Norway's unique natural environment, with a focus on sustainability. 100% Norway designers and manufacturers have very generously donated some of their most intriguing, beautiful and sought-after pieces to the 'Win a Norwegian Living Room' competition prize. The winner will be able to completely re-style their living room, which I'm sure will become the envy of their friends and family."

The winner will take home a range of both iconic design classics and new pieces from some of Norway's design stars. The living room includes the elegant and comfortable Peel chair, designed by Olav Eldøy and manufactured by Variér, which is influenced by the shape of a falling orange peel.

Also included in the prize are brand new wallpaper designs by Scandinavian Surface, all of which incorporate elements of the steep mountains, dramatic coastline, cascades of rain and sudden sunshine that surround the designers in their native Bergen. Another centre-piece is the striking Copenhagen chair, designed by Lars Tornøe and manufactured by Fora Form, which looks stunning alongside the popular and stylish Oslo Wood lamp from Northern Lighting. The cool MY lounge table from LK Hjelle, which was designed by Norway Says, is the perfect showcase for the best-selling elfin vases from female design duo Wik & Walsøe or beautiful glass pieces by Cathrine Maske.

In their new designer living room, the winner will be able to enjoy a comfortable afternoon nap in style, with the classic rocking chair from Aksel Hansson whose design originates from the 1930s. And to keep warm, drape yourself in a brand new and cozy blanket from Røros Tweed which has been designed by Anderssen & Voll. Another iconic piece in this Norwegian living room is the Scandia chair from Fjordfiesta, which was designed in 1960 by Hans Bratrud. Finally, to hang your hat or coat, 100% Norway is giving away the new TWIG hangers from Hive as well as the simple and stylish pegs Knagg 1+1 by young designer Christoffer Angell.

More information about additional competition products, entry details and the prize value will be available in the coming weeks on the Norwegian Embassy in UK Facebook page ([www.facebook.com/NorwegianEmbassyUK](https://www.facebook.com/NorwegianEmbassyUK)).

[www.norway.org.uk/100percent](http://www.norway.org.uk/100percent)

For press enquiries and image requests related to 100% Norway please contact Nigel Rubenstein at Camron PR: [nigel.rubenstein@camronpr.com](mailto:nigel.rubenstein@camronpr.com), 020 7420 1700.

Or for further information about the competition, please email: [norway@chameleonpr.com](mailto:norway@chameleonpr.com) or call 020 7680 5500 to speak to someone in the 'Norway team' at Komodo PR.



Peel chair, designed by Olav Eldøy, manufactured by Variér



PanelPiece, designed by Scandinavian Surface, manufactured by Photowall



Copenhagen chair, designed by Lars Tornøe, manufactured by Fora Form



Oslo Wood, designed by Ove Rogne, manufactured by Northern Lighting



Elfin vase, designed and manufactured by Wik & Walsøe



Cilia carafe and wine glasses, designed by Cathrine Maske



Åre blanket, designed by Andersen & Voll, manufactured by Røros Tweed



Knagg 1+1 pegs, designed by Christoffer Angell



MY table, designed by Norway Says, manufactured by LK Hjelle



Aksel rocking chair, designed and manufactured by Aksel Hansson



Twigs, designed and manufactured by Hive



Scandia Lounge Chair, designed by Hans Bratrud, manufactured by Fjordfiesta