

# 100% Norway

## 100% Norway 2010

23-26 September 2010

100% Design, Stand G40

**Now in its seventh year, 100% Norway is back with a vengeance, brimming with talent from some of the best Norwegian design companies and manufacturers who will be taking part in the show at this year's London Design Festival in September.**

Scandinavia's youngest sibling has a lot to live up to in the pantheon of modern design – as defined by its neighbours in Finland, Sweden and Denmark – who have been responsible for producing some of the greatest furniture designers and architects of the 20th century.

Carving out a reputation in its own right, Norway is fast demonstrating that it too, has the design DNA that runs through the veins of the Scandinavian archipelago, and a discernable personality and flair that is entirely its own. Emboldened to take risks, Norway will be the country to watch for fresh new design coming out of Scandinavia.

Highlights at this year's 100% Norway include new launches from both established designers and emerging talents; several manufacturers that are new to the UK, and a selection of ceramics, glassware, lighting and wall coverings, never previously shown.

Hotly anticipated at this year's 100% Norway are the debut designs from the partners of Norway Says, since the trio decided to go their own ways in 2009. Anderssen & Voll will show various new pieces including a chair for LK Hjelte and beautiful blankets for Røros Tweed – both global launches in London – and Andreas Engesvik will be unveiling a new desk for Fjordfiesta.

Rising stars include Hallgeir Homstvedt with a brand new version of his mirror bowls, Øyvind Wyller, who will be exhibiting a new version of his wonderful Sauherad table and chairs, and Daniel Rybakken with his innovative mirror concept. New prototypes will also be on show from designers making their UK debut, all of whom have great stories to tell: Siren Wilhelmsen has upstaged the bygone cuckoo clock with a wall clock that knits (we kid you not) – and Kristine Bjaadal's beautiful tablecloth makes fine use of spillages and food fights – these are just two intriguing examples.

100% Norway is proud to present two manufacturers that are new to the UK market. Stryn Møbelindustri produces supremely elegant wood tables and chairs, designed by the established Norwegian great, Olav Eldøy. These pieces are sure to be a hit, as is VAD with its Nord chair and sidetable in Norwegian pine designed by the Bergen-based duo, Knudsen & Hindenes. Both product ranges demonstrate how contemporary Norwegian design can suit both commercial and residential settings. 100% Norway is having a retro renaissance with Variér reissuing its classic Variable Balans kneel-on posture-correcting seats, which was so popular in the 1980s, and the iconic Ekstrem chair in new finishes.

As always, 100% Norway will be bringing a selection of the country's finest ceramics and glassware from the country's talented designer makers. Scusi's new owl lamps, Klart Glass's intricate lace centrepieces, Wik & Walsøe's gorgeous new tableware which makes its debut in London, and Cathrine Maske's ethereal creations are set to be this year's showstoppers.

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

The selection has been curated by design journalist Henrietta Thompson, "This year we were delighted to see that the standard of work submitted for inclusion in the show was higher than ever. It is inspiring to witness a new generation of talented young designers emerging and very encouraging that many of the established manufacturers are not afraid to invest in it. Doubtless there is a great diversity in Norwegian design today and any number of rich and fascinating stories to tell, and we can happily say that we were spoilt for choice."

In the spirit of resourcefulness and sustainability, the 100% Norway stand itself has always been important to Norwegian designers. This year's is an updated version of Stokke Austad's successful Fiskehjellev structure from 2009 – proving that, as with all good Scandinavian design, ideas born in Norway also stand the test of time.



Nord chairs, designed by Knudsen & Hindenes, manufactured by VAD



Dina dining table and chairs, designed by Olav Eldøy, manufactured by Stryn Møbelindustri



Side table by Simen Aarseth (prototype)



Svev, designed by Cathrine Maske



365 knitting clock, designed by Siren Elise Wilhelmsen



PanelPiece wall covering, designed by Scandinavian Surface



Lys tableware, designed and manufactured by Wik & Walsøe



Right Angle mirror, designed by Daniel Rybakken (prototype)



Juvel Hotel chair, designed by Anderssen & Voll, manufactured by LK Hjellev



Alto desk, designed by Andreas Engesvik, manufactured by Fjordfiesta



Underfull tablecloth, designed by Kristine Bjaadal



Othilie bowl, designed by Kari Håkonsen, manufactured by Klart Glass



Owl lamp, designed by Mette Fjørtoft Vågnes, manufactured by Scusi



TWIG, designed by Monika Piatkowski, manufactured by HIVE



Illusion lamp, designed by Hareide Designmill, manufactured by Northern Lighting



Sauherad table and chair, designed and manufactured by Øyvind Wyller and Truls Schia



OHH mirror bowl, designed by Hallgeir Homstvedt



1+1 Knagg (pegs), designed by Christoffer Angell

## Notes to editors:

**100% Norway will be at stand G40 at 100% Design, Earls Court from 23-26 September 2010.**

Building on the success of previous years, 100% Norway 2010 will showcase the best new works by both established and up-and-coming designers, plus some of the country's leading manufacturers. Curated for the fifth consecutive year by Henrietta Thompson, design editor at Wallpaper\*, with co-curator Benedicte Sunde from the Norwegian Design Council, the exhibition will feature both products in production and prototypes.

100% Norway 2010 is organised by the Royal Norwegian Embassy in London, the Norwegian Design Council, Norsk Industri (The Association of Norwegian Furniture Industry) and Innovation Norway.

For more information, visit [www.norway.org.uk/100percent](http://www.norway.org.uk/100percent) or join us on Facebook [www.facebook.com/100percentNorway](http://www.facebook.com/100percentNorway).

**All press enquiries and image requests to Olivia Martin, at Camron PR:  
[Olivia.Martin@camronpr.com](mailto:Olivia.Martin@camronpr.com) / +44 20 7420 1700.**

## The selected exhibitors are:

**Aksel Hansson** [www.aksel.no](http://www.aksel.no)

**Alex Hellum (prototype)** [www.alexhellum.com](http://www.alexhellum.com)

**Cathrine Maske** [www.cathrinemaske.no](http://www.cathrinemaske.no)

**Christoffer Angell (prototype)** [www.christofferangell.com](http://www.christofferangell.com)

**Daniel Rybakken (prototype)** [www.danielrybakken.com](http://www.danielrybakken.com)

**Fjordfiesta – designs by Andreas Engesvik and Hans Brattrud** [www.fjordfiesta.no](http://www.fjordfiesta.no)

**Fora Form – designs by Tveit & Tornøe and Sven Ivar Dysthe** [www.foraform.no](http://www.foraform.no)

**Hallgeir Homstvedt (prototype)** [www.hallgeirhomstvedt.com](http://www.hallgeirhomstvedt.com)

**Hive** [www.hivespace.com](http://www.hivespace.com)

**HÅG – with designs by Peter Opsvik** [www.hag-uk.co.uk](http://www.hag-uk.co.uk)

**Klart Glass – with designs by Kari Håkonsen & Vidar Koksvik** [www.klartglass.no](http://www.klartglass.no)

**Kristine Bjaadal (prototype)** [www.kristinebjaadal.no](http://www.kristinebjaadal.no)

**LK Hjelle – designs by Norway Says, Hallgeir Homstvedt, Anderssen & Voll** [www.hjelle.no](http://www.hjelle.no)

**Northern Lighting**

– designs by Hareide Designmill, Tveit & Tornøe, Frost Produkt and Birger Dahl [www.northernlighting.no](http://www.northernlighting.no)

**Rørros Tweed – with designs by Anderssen & Voll** [www.rorostweed.no](http://www.rorostweed.no)

**Scandinavian Surface** [www.scandinaviansurface.com](http://www.scandinaviansurface.com)

**Scusi** [www.scusi.no](http://www.scusi.no)

**Simen Aarseth (prototype)** [www.simenaarseth.com](http://www.simenaarseth.com)

**Siren Wilhelmsen (prototype)** [www.sirenelisewilhelmsen.com](http://www.sirenelisewilhelmsen.com)

**Stryn Møbelindustri – with designs by Olav Eldøy** [www.strynmobel.com](http://www.strynmobel.com)

**VAD – designs by Petter Knudsen & Steinar Hindenes** [www.vad.no](http://www.vad.no)

**Variér – designs by Peter Opsvik, Olav Eldøy, Terje Ekstrøm** [www.varierfurniture.com](http://www.varierfurniture.com)

**Wik & Walsøe** [www.wik-walsoe.no](http://www.wik-walsoe.no)

**Øyvind Wyller & Truls Schia (prototype)** [www.oyvindwyller.no](http://www.oyvindwyller.no)