

# LI EDELKOORT

presents

# MONOLOGUE

Fashion, colours, trends and textiles autumn/winter 2010/2011.

**A stiller life:** Lifestyles, design and interiors 2011.



## Foredrag onsdag 6 mai

DogA, Hausmannsgt 16, Oslo

Kl. 13.30 – 16.30

I pausen byr vi på forfriskninger

Pris 2.600 NOK eks moms. Betaling mot faktura.

Påmelding senest 1. mai, til Paula Malm AB i Sverige:

Fax/tel: +46 8 662 28 22, e-post: [osa@paulamalmab.se](mailto:osa@paulamalmab.se)

Begrenset antall plasser. Påmelding er bindende.

Presentasjonen er på engelsk. Velkommen!

ARRANGØR: Trend Union Paula Malm AB i samarbeid med



NORSK DESIGNRÅD  
NORWEGIAN DESIGN COUNCIL



Li Edelkoort is one of the worlds most renowned trendforecasters. Her inspiring presentations are a mix of photos, music and own reflections. Li announces the concepts, lifestyles, colours and materials, which will be in fashion two or more years in advance, “there is no creation without advance knowledge, and without design, a product cannot exist”. In this way, she and her closely-knit teams orientate professionals in interpreting the evolution of society and foreshadowing signals of consumer tastes to come without forgetting economic reality.

TIME Magazine named her as one of the worlds 25 Most Influential People in fashion. She received The Netherlands Grand Seigneur Prize and has been named Chevalier des Arts et des Lettres by the the French Ministry of Culture and Communication.

Trend Union based in Paris, is a group of companies created by Li Edelkoort that encompasses interacting divisions each specialized in a specific area of activity. They produce a range of books and quality magazines. The clients consist of everything from banks and car producers to interior and fashion industries. Last year Li Edelkoort curated the World of Folk exhibition in Stavanger. After 10 years on the board of Eindhoven Design Academy she recently opened up her own museum; Designhuis, also in Eindhoven, The Netherlands.

**TREND**  
**UNION**

[www.trendunion.com](http://www.trendunion.com)