

NOW NORDIC

Adorno presents five new design collections of design art from
Finland, Iceland, Sweden, Denmark and Norway

Launching at CHART DESIGN, Copenhagen
31 August to 2 September 2018



Lamps by Roshildur Jonsdottir, Now Nordic Reykjavik Collection.

For many people, '**Nordic**' has become a shorthand term for unadorned simplicity, clean functionality and natural materials – but does the label still hold true? This August, international design platform **Adorno** presents a landmark exhibition of contemporary design from the five Nordic countries, aiming to showcase the commonalities and contrasts between the modern design cultures of **Norway, Finland, Sweden, Denmark** and **Iceland**.

Developed in collaboration with a **team of curators** drawn from each of the participating countries, **Now Nordic** will present **collectible pieces** from emerging and established designers working at the **intersection of art, design** and **craft**. Encompassing both **digital and physical exhibitions**, the project aims to introduce international audiences to the variety, scope and ambition of Nordic design today – and to explore whether the characteristics that have historically defined it are still evident in our increasingly globalised creative culture.

“Growing up in Denmark we’ve always been aware of the strong historic traditions within Nordic design and crafts, which sparked our initial interest in other design and crafts cultures around the world. Adorno International Design Collaboration was created to allow these cultures to be explored and enjoyed by design and crafts enthusiasts and collectors. With the project Now Nordic the aim is to present the independent designers and craftsmen/women that are now part of defining the Nordic scene, which for too long have been dominated by larger design brands.”

– **Kristian Andersen**, Adorno, Co founder



Tinna Gunnarsdóttir, Now Nordic Reykjavik Collection. Photo by Vigfus Birgisson.

The collection will launch in Adorno's home town of Copenhagen at **CHART DESIGN**, the newly expanded, design-focused complement to the **CHART ART FAIR**. Each of the country curators will select pieces from **5-7 designers** from their region. The works will range from small objects to large-scale furniture pieces, and span a wide range of disciplines and materials, but – as with every piece to feature on Adorno's platform – all will be crafted, functional art-objects of exceptional quality that are representative of the culture that created them.

CURATORS

Like Adorno's existing city collections, which comprise selected pieces chosen by locally embedded curators and industry experts, the five countries comprising Now Nordic have each been assigned a curator with extensive knowledge of the local design scenes.

- **Denmark** – Pil Bredahl

Curator of Adorno's existing Copenhagen collection, Pil Bredahl is a designer and curator with interests in experimentation design, sustainability and social responsibility. She is a co-founder of the design group FairTradeDesigners.com, a board member of Design Denmark since 2011; a representative at Designmuseum Danmark and a jury member for the Danish Design Award.

- **Finland** – Sebastian Jansson

Finnish industrial designer Sebastian Jansson is based in Helsinki, where he and his studio direct and develop design of everyday objects for a variety of international clients, including the collaboration-driven design brand Made By Choice, which Jansson co-founded in 2016. His work has been exhibited worldwide, and earned him a number of awards.

- **Iceland** – Hlín Helga Guðlaugsdóttir & María Kristín Jónsdóttir

Hlín Helga is an independent curator, designer and design-thinking consultant who has spent a decade involved in education and research at universities around the world. Her work focuses on facilitating, initiating and leading dialogues and interdisciplinary collaborations for meaningful innovation through design. She is a fellow of the digital futures think-tank W.I.R.E.

• **María Kristín Jónsdóttir** is the Editor-in-chief of HA – a magazine on Icelandic design and architecture that provides a forum for critical discussion on the cultural landscape. Also a curator, creative director and designer, María Kristín's work has been exhibited around Europe.

• **Sweden** – Rebecca Ahlstedt

Based in Stockholm, spatial designer and curator Rebecca Ahlstedt creates public spaces, interior architecture and exhibition design by combing physical tools and digital practices. Interested in the roles art and design play in the social fabric of the everyday, she focuses on visual culture in public space and the subject of identity, power dynamics, performativity and design as social material. In 2017 she joined the international group Undeni, which is devoted to explorations and productions at the meeting point of art, design, craft and technology.

• **Norway** – Kråkvik & D'Orazio

Founded by stylists and set designers Alessandro D'Orazio and Jannicke Kråkvik, Kråkvik & D'Orazio is an Oslo-based creative studio working on interior styling, design and exhibitions with clients worldwide. They also run the Oslo interior store Kollected By, where they showcase furniture and homeware design from Norway and beyond.

'In the past, Nordic design was easier to recognise than today. Very often you can identify its simplicity and honesty in terms of both design and materials, but in recent years it has most definitely become more playful and daring. We are all influenced by each other.'

– **Alessandro D'Orazio**, Kråkvik & D'Orazio, Now Nordic Norway curator



Healing Table by Tero Kuitunen, Now Nordic Helsinki Collection.

DESIGNERS**Copenhagen Collection**

Nikolaj Steenfatt
Jonas Edvard
Gurli Elbækgaard
Astrid Tolnov
Alexandru Murar
Tina Austen Petersen
Netter Andresen

Helsinki Collection

Aalto+Aalto
Elina Ulvio
Maija Puoskari
Tero Kuitunen
Hanna Anon
Habitare
Studio Finna

Oslo Collection

Pettersen & Hein
Eyvind Solli
Marianne Andersen and Victoria Guzzler

Runa Klock
Coswmin Cioroiu and Katherine Lønstad
Kim Thome
Vera Kleppe and Äshild Kyte

Stockholm Collection

Kristoffer Sundin
Lotta Lampa
Sara Lundkvist
Elsa Chartin
Lith Lith Lundin
Jenny Nordberg

Reykjavik Collection

Tinna Gunnarsdóttir
Magnús Ingvar Ágústsson
Róshildur Jónsdóttir
Ragna Ragnarsdóttir
Brynjar Siguroarson
Katrín Ólína
Studio Hanna Whitehead
Eyjolfsson Garoar

EXHIBITIONS

Taking place at the CHART DESIGN venue, the **Den Frie Centre of Contemporary Art** in Copenhagen, from 31 August to 2 September, the physical exhibition will be complemented by a digital exhibition at **adorno.design**, enabling a larger global audience to explore and purchase the exhibited works. The digital exhibition will be present a wider selection of designers and pieces for each country, and be enriched with **films, images, editorial** and **interactive** content exploring the processes and ideas behind each designer's work and the contemporary design culture in their region.

TALK

The CHART DESIGN exhibition will also be accompanied by a panel talk on 01 September in which leading curators and design thinkers from each of the **five countries** will discuss the **changing shape of Nordic design**, explore the factors that determine the distinctive creative cultures of their countries, and consider the future of national or regional craft cultures in an increasingly globalised world. Responding to the individual collections and pieces shown at Now Nordic, the panel will put the 'Nordic design' label under the **microscope**, examining whether the individual collections and pieces do indeed share common characteristics, and if so, considering what sustains and develops these shared traits – and whether they **will survive into the future**.

For more details about **Now Nordic** and **Adorno**, please contact Dorothy Bourne at dorothy@zetteler.co.uk or on +44 (0)7939 200519.

NOTES FOR EDITORS

Now Nordic

Dates

31 August - 2 September

Location

CHART DESIGN

Den Frie Udstillingsbygning

Oslo Plads 1 - 2100

Copenhagen

Denmark

About Adorno

Adorno was set up in 2017 by Copenhagen-based design lovers and tech entrepreneurs Kristian Snorre Andersen and Martin Clausen in order to give designers around the world a unique opportunity to present their work to the global market, and to provide design enthusiasts with a chance to discover and acquire unique and limited-edition work. By establishing a network of expert curators in key design destinations around the world, Adorno has been able to not only maintain rigorously controlled quality, but also to provide its community with a unique insight into the distinctive and evolving design cultures around the world.

In addition to the new Now Nordic collection, 12 design communities are represented in Adorno's galleries: Amsterdam, Barcelona, Beirut, Berlin, Brussels, Copenhagen, Istanbul, London, Mexico City, Madrid, Milan and São Paulo. Adorno plans to expand its collection to 17 cities by the end of 2018, encompassing Asia, Europe and the Americas.

adorno.design
