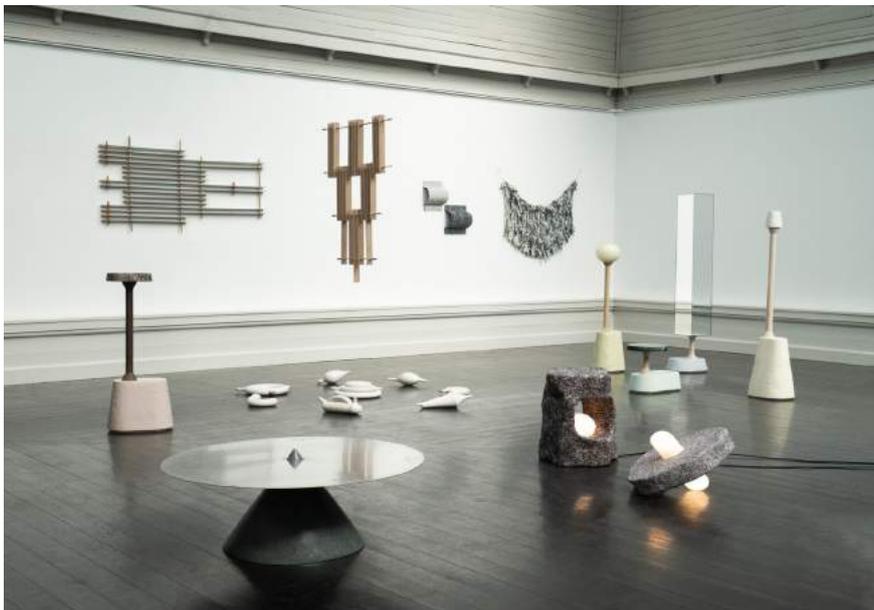


NOW NORDIC

Five countries tell the story of contemporary Nordic design

London Design Fair
20–23 September 2018



Copenhagen Collection, from Nordic Now curated by Adorno.

Next week in London, five curators from Denmark, Norway, Sweden, Finland and Iceland come together at the London Design Fair to explore whether they belong in the same room.

The design produced by these five countries is traditionally grouped under the label of 'Nordic' – design-world shorthand for clean lines, natural materials, simplicity and functionality. By juxtaposing collections of contemporary works from the five Nordic countries, the international design platform Adorno seeks to determine whether these design cultures do indeed share a common thread – or whether categorising them under a single banner risks overlooking the characteristics and approaches that make each creative culture distinct.

For Now Nordic, Adorno has invited each curator to independently assemble a collection of pieces by 5–7 designers working at the intersection of art, design and craft. Each collection is intended to act as a snapshot of its country's design culture, and includes collectible products ranging from furniture, lighting and homewares to sculpture, ceramics and textiles. Arranged in five island displays in Hall 9 of the London Design Fair, the exhibition invites visitors to explore the commonalities and differences between each collection and consider whether 'Nordic design' still holds meaning in the globalised world of today. The show will be enriched by short films showing interviews with the participating designers, covering the processes and ideas behind their work and their relationship to their national design culture.

ADORNO

PRESS RELEASE | September 2018



(Left) The Helsinki Collection (Right) The Oslo Collections launching as part of Now Nordic

COLLECTIONS, CURATORS & DESIGNERS

COPENHAGEN

Curator Pil Bredahl

Designers:

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

HELSINKI

Curator Sebastian Jansson

Designers:

Aalto+Aalto
Hanna Särökaari
Elina Ulvio
Maija Puoskari
Tero Kuitunen
Hanna Anonen
Antrei Hartikainen
Studio Finna

STOCKHOLM

Curator Rebecca Ahlstedt

Designers:

Lotta Lampa
Sara Lundkvist
Elsa Chartin
Lith Lith Lundin
Fredrik Färg and Emma Marga Blanche
Petra Lilja

REYKJAVIK

Curators Hlín Helga Guðlaugsdóttir
& María Kristín Jónsdóttir

Designers:

Tinna Gunnarsdóttir
Magnús Ingvar Ágústsson
Hugdetta with 1+1+1
Ragna Ragnarsdóttir
Brynjar Sigurðarson
Katrín Ólína
Studio Hanna Whitehead
Gardar Eyjolfsson

OSLO

Curator Kråkvik & D'Orazio

Designers:

Pettersen & Hein
Eyvind Solli Andreassen
Marianne Andersen and Victoria Gunzler
Runa Klock
Cosmin Cioroiu and Kathrine Lønstad
Kim Thomé
Vera & Kyte

PRODUCT HIGHLIGHTS ON SHOW AT LONDON DESIGN FAIR

HELSINKI: Fringe mirrors by [Tero Kuitunen](#)

With frames made from hand-bent oak, Kuitunen's wall mirrors are each finished with a fringe of coloured textile, inviting the viewer to make a haptic connection. The pieces were inspired by a visit to a fabric shop in Girona, Spain, where Kuitunen was transfixed by the colour and tactility of the textile and began to explore the possibilities of unexpected material juxtapositions. The addition of the fringes introduces three dimensions of touch – the tactility of the material, the 'touch' of the maker, and the emotional connection the mirrors create. For Kuitunen, the fringes evoke memories of fabric lampshades in his grandmother's living room – and the irresistible urge to run your fingers through them that they provoke.

COPENHAGEN: Geomorfologi by [Gurli Elbækgaard](#)

Elbækgaard's sculptural ceramic vessels are reflections of her fascination for the forms and colours of nature – notably those found in the landscape of Iceland. These highly tactile objects are created from stoneware clay, to which she applies several layers of glaze to achieve her desired surface finish.

OSLO: Dune by Marianne Andersen and Victoria Günzler

Günzler and Andersen have collaborated on Dune, a curved and elevated ceramic platter for serving or displaying fruits or other foods. Designed in two different sizes, the platters have an abstract, sculptural quality, an organic but organised form, and a grainy, tactile matte surface – a manufactured look, but a crafted feel.



(Left) The Reykjavik Collection from Now Nordic curated by Adorno. (Middle) Fringe Mirrors by Tero Kuitunen, Helsinki Collection. (Right) Geomorfologi by Gurli Elbækgaard, Copenhagen Collection. Available from [Adorno.design](#).

STOCKHOLM: TT Thunder & Fat Twin by Lotta Lampa

From a family of metalworkers, Lotta Lampa has created two contrasting pieces for Now Nordic. TT Thunder is a lightning-bolt sculptural pendant lamp shaped from metal, whereas Fat Twin is the result of her experiments in new materials. Using a mesh-draped timber frame coated in paper and fibreglass, Lampa has created a strikingly organic, free-form side table.

REYKJAVIK: Sweet Salone by Róshildur Jónsdóttir

Created by three design studios (Aalto+Aalto, Hugdetta and Petra Lilja) who work together to create three-part objects – each working independently to introduce an element of chance into colour and material outcomes – the Sweet Salone lamps are inspired by the 'blind-drawing' game of Consequences in which each participant draws a portion of the final figure and folds the paper so the next player cannot see the previous sketch. The bases are made from Nordic-sourced materials using this mash-up approach, whereas the bamboo shades are made in collaboration with basket weavers in Sierra Leone. None of the studios knew what the finished lamps would look like until they were complete.



(Top Left) TT Thunder and Fat Twin by Lotta Lampa, Stockholm Collection. (Top Right) Sweet Salone by Róshildur Jónsdóttir, Reykjavik Collection. (Below) Dune by Marianne Andersen and Victoria Gunzler, Oslo Collection. Part of the Now Nordic launch available from Adorno.design





PRESS RELEASE | September 2018

DIGITAL EXHIBITION

Alongside the physical exhibition at the London Design Fair, a digital exhibition will be launched on Adorno's online platform, Adorno, design, containing a larger selection of products and designers from each country, as well as films, images, editorial and interactive content. iPads will be available throughout the London Design Fair show, enabling visitors to access additional interactive content and purchase both the works on display and pieces from the broader Now Nordic collection.

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

Notes to editors

Now Nordic

Dates

20 – 23 September

Location

Hall 9
Old Truman Brewery
26 Hanbury Street
London
E1 6QR

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 20 cities by the end of 2018, encompassing Asia, Europe, the Americas and Australasia.

adorno.design

Instagram: [adorno.design](https://www.instagram.com/adorno.design)

Facebook: [designadorno](https://www.facebook.com/designadorno)



PRESS RELEASE | September 2018

About London Design Fair

Set in Shoreditch, the creative heart of London, the London Design Fair is a four-day industry event that brings together 500 exhibitors from 28 countries, including independent designers, established brands, international country pavilions, features and exhibitions. Launched in 2007, the London Design Fair has earned itself the reputation as the go-to trade show during the annual London Design Festival, hosting the largest collection of international exhibitions, designers, brands, country pavilions, features and exhibitions. Each year, over 28,000 influential retail buyers, producers, architects, interior designers, press, designers, and design-savvy public will attend to see the very latest in furniture, lighting, textiles, materials and conceptual installations, from all around the world.

Web londondesignfair.co.uk

Twitter @LDNdesignfair

Instagram @LDNdesignfair