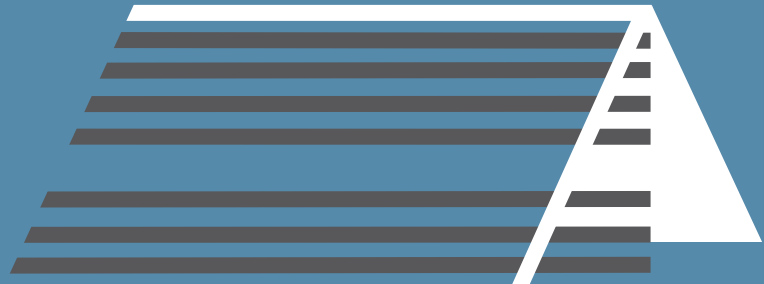


# 100% Norway



## 100% Norway 2009

**100% Norway 2009 will showcase the best new works of both established and up-and-coming designers from Norway, and feature a number of the country's leading manufacturers during this year's London Design Festival.**

Now in its sixth year, the annual 100% Norway exhibition returns to the London Design Festival with a mission to bring the best of the country's furniture manufacturing to an international audience.

StokkeAustad, one of Norway's most talented young design duos whose new dining table from NORA of Norway will be on display, has also designed the stand this year. Taking inspiration from the 'hjeller', a scaffold structure that for centuries has been used to dry fish across Norway, they have constructed the simple A-frame architecture over the entire exhibition space.

The hjeller is a traditional Norwegian structure, found all along the coastline of a country known to boast some of the most beautiful landscapes in the world. The stand is built from Kebony, a revolutionary new wood which has been treated using biowaste from the sugar industry, making it not only aesthetically wonderful, but also as hardwearing as teak, maintenance free, and environmentally sound.

Inside the hjeller, many of the best and most prominent contemporary Norwegian manufacturers such as LK Hjelle, Fora Form, Varier, Håg and Fjordfiesta will exhibit new designs for furniture and home accessories by home-grown designers, including Norway Says and Tveit&Tornøe.

New exhibitors for 2009 include Biri Tapet, whose beautiful contemporary take on traditional straw wall coverings are already much loved by Scandinavian architects. Returning to London with new wallpaper designs is the all female design team Scandinavian Surface whose products are inspired by their local surroundings in Bergen.

The homely, down to earth feel is one found in many of the products throughout the exhibition, but perhaps nowhere more so than in the Aksel chairs by Aksel Hansson, a traditional seat seen in many Norwegian homes for decades, and now available to see in the UK for the first time.

One off pieces by young glassware stars Tanja Sæter, Kjersti Johannessen and Anne Haavind will also be on display, as will new porcelain collections to rival Scandinavian's oldest and finest from up coming duo Wik & Walsøe, and first time exhibitor Sara Skotte.

A host of launches from lamp manufacturer Northern Lighting are also expected to be a big draw at 100% Norway this year, while gorgeous new polar-bear inspired rug designs from Permafrost are sure to make an impact on the ground. Although most of this year's exhibition features items already in production, prototypes from one of Norway's most exciting new designers, Petter Skogstad, will also travel to the UK for the first time.

It all amounts to what is unequivocally the best collection ever seen at 100% Norway so far according to curator Henrietta Thompson; "Over the last few years an exciting contemporary design scene has emerged in this part of the world, and despite that the design industry in the country is relatively young compared to that of its Scandinavian neighbours, it is fast proving itself to be both world class in standard and very firmly rooted in Nordic culture."

## Notes to editors:

**100% Norway will occupy stand G30 at 100% Design, Earls Court, from 24 – 27 September.**

Building on the success of previous years, 100% Norway 2009 will showcase the best new works of both established and up-and-coming designers, and feature a number of the country's leading manufacturers. Curated for the fourth year in a row by Henrietta Thompson, design editor with Wallpaper\*, along with co-curator Benedicte Sunde from the Norwegian Centre for Design and Architecture, the exhibition will include both products already in production as well as prototypes. None of the manufacturers or designers pay to take part in the exhibition.

100% Norway 2009 is organised by the Royal Norwegian Embassy in London, the Norwegian Design Council, Norsk Industri – The Association of Norwegian Furniture Industry, and Innovation Norway.

**All press enquiries and image requests to Jennifer Godwin at Camron, tel: + 44 20 7420 1700, email: [jennifer@camron.co.uk](mailto:jennifer@camron.co.uk)**

## The selected exhibitors are:

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

**Anne Haavind** [www.annehaavind.com](http://www.annehaavind.com)

**Biri Tapet** [www.biritapet.no](http://www.biritapet.no) (with designs from Norway Says)

**Cathrine Kullberg** [www.cathrinekullberg.com](http://www.cathrinekullberg.com)

**Fjordfiesta** [www.fjordfiesta.com](http://www.fjordfiesta.com) (with designs from Norway Says and Hans Bratterud)

**Fora Form** [www.foraform.no](http://www.foraform.no) (with designs from Tveit&Tornøe and Øivind Iversen)

**Frost Produkt** [www.frostprodukt.com](http://www.frostprodukt.com)

**Håg** [www.hag-uk.co.uk](http://www.hag-uk.co.uk) (with designs from Formel)

**Kerbony** [www.kebony.com](http://www.kebony.com)

**Kjersti Johannessen** [www.kjerstijohannessen.com](http://www.kjerstijohannessen.com)

**LK Hjelle** [www.hjelle.no](http://www.hjelle.no) (with designs from Norway Says)

**NORA of Norway** – [www.noraform.no](http://www.noraform.no) (with designs from StokkeAustad)

**Northern Lighting** [www.northernlighting.no](http://www.northernlighting.no) (with designs from Hedda Braathen, Morten Kildahl, Birger Dahl, Thomas Kalvatn Egset and Peter Natedal)

**Permafrost** [www.permafrost.no](http://www.permafrost.no)

**Petter Skogstad** [www.petterskogstad.com](http://www.petterskogstad.com)

**Sara Skotte** [www.saraskotte.com](http://www.saraskotte.com)

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

**Tanja Sæter** [www.tanjasater.com](http://www.tanjasater.com)

**Variet Furniture** [www.varierfurniture.com](http://www.varierfurniture.com) (with designs from Peter Opsvik and Olav Eldøy)

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

# 100% Norway 2009

## Image sheet 1



NORA dining table and benches, designed by StokkeAustad and manufactured by NORA of Norway



Nordica table, designed by Norway Says and manufactured by Fjordfiesta



Duo sofa, designed by Norway Says and manufactured by LK Hjelle



Aksel chair, designed by Aksel Hansson and manufactured by Aksel Hansson



Gangar wall coverings, designed by Norway Says and manufactured by Biri Tapet



Sideways chair, designed by Formel Industridesign and manufactured by HÅG



Penguin chair, designed by Peter Opsvik and manufactured by Varier



Diva lamp, designed by Thomas Egset and Peter Natedal, and manufactured by Northern Lighting



Blåne dinner set, designed and manufactured by Wik&Walsøe

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## Image sheet 2



PanelPiece wallpaper, designed by Scandinavian Surface and manufactured by Photowall



Happy Days glass sculpture, designed and manufactured by Kjersti Johannessen



Giant Leap rug, designed by Permafrost and manufactured by Stories by Permafrost



Scandia Junior chair, designed by Hans Brattherud and manufactured by Fjordfiesta



Clint chair, designed by Tveit&Tornøe and manufactured by Fora Form



City chair, designed by Øivind Iversen and manufactured by Fora Form



XXL vases, designed and manufactured by Anne Haavind



Cotton Candy art installation, designed and manufactured by Tanja Sæter



Norwegian Forrest lamp, designed and manufactured by Cathrine Kullberg