

INSIDENORWAY.NO

Hall no.: 10 - Booth no.: A:05

Growth for Norwegian design

Also in 2015 Norwegian furniture exports increased, with 6,1 pct. Scandinavian Design and the New Nordic design coming from Norway is characterized by functionality and environmental consciousness – products with a *purpose*.

In this year's edition of INSIDENORWAY at Saloni de Mobile, the joint booth includes the large office chair brand HÅG to small design companies like Fjordfiesta. In total fourteen furniture and interior companies participates. Design products are mixed to show Norwegian lifestyle in homes and offices.

- This edition of the INSIDENORWAY confirms the ongoing internationalization process of the Norwegian design sector, says Egil Sundet, Director of Norsk Industri - the Norwegian Federation of Furniture and Interior Industries.

Chairs for both the residential and contract markets have traditionally been a main category from Norwegian companies. The Norwegian booth exhibits this year a broader selection of the latest trends in interior and contract design, including beds, outdoor furniture, chairs, lamps, fireplaces, cutlery and textiles in a surrounding of a stylized homes and offices, designed by the acknowledged Norwegian Architectural & Design firm, Metropolis.

The products in display represent the best from a relatively large Norwegian furniture and interior design industry. The industry is the most important finished goods industry in the country, which mostly is known for its natural resources of oil and fish.

- We are happy to be part of this year's exhibition, says SB Seating CEO Lars I. Røiri. Our brands owned by Scandinavian Business Seating share a common core deeply rooted in the Scandinavian design tradition. They all share the same Scandinavian values and a common Scandinavian identity like;

- The most environmentally sound products in the business
- A balance between good ergonomics and aesthetics
- Human-centered functional design
- The right quality at the right price

Download Press release and pictures: www.insidenorway.no, button FOR PRESSE.

Next page present the companies at INSIDENORWAY at I Saloni.

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MAIN EXHIBITORS:

HÅG - a brand of Scandinavian Business Seating showcase HÅG Capisco Puls and HÅG Conventio Wing in new colors.

A HÅG chair balances the body in an intuitive way, ensuring that you are seated correctly. According to our philosophy, the next sitting position is always the best. All of our chairs are designed to allow you to move your entire body, without having to think about it. This lets you perform better while safeguarding your well-being. You are always prepared for a new movement and a new task!

All HÅG products are made under sustainability and life cycle standards, certified by important environmental and quality documents. Every product has issued an EPD - environmental declaration.
lars.roiri@sbseating.com, (p) +47 911 79 067

VARIÉR cult chair the Variable is the arch-product of the Balans revolution of the 70's and a clean example of Norwegian functional design.

-All our chairs allow the body to MOVE, says Varier CEO Jesper Brøndum Petersen. – We call it active sitting. Off course, with a strong belief in the health aspects in our furniture we work under the highest standards of eco-sustainability.

The world of VARIÉR is structured in whether the products are made for relaxation, working or dining. Above all, the products offer movement and active sitting – which means; a healthy sitting option. jesper.petersen@varierfurniture.com (p) +47 952 57 878

BRUNSTAD has been a key player in the Scandinavian market of upholstery furniture; recliners and couches, for more than 70 years. -We hold a strong position in the market for contemporary furniture says Brunstad CEO Reidar Mjelde. – This is our first time in Milan, we are preparing for a broader market, I guess Milan is a good place to start!
reidar.mjelde@brunstad.no, (p) +47 924 64 006

WONDERLAND - the bed company is present in Milan for the first time. As a prominent part of the vibrant Norwegian bed and mattress industry Wonderland has recently taken a long leap with their new collection of beds made for individual choices whether it is colour, shape or comfort. -People are different CEO Jon Daniel Nesje says. That's why we offer choices to make a unique bed. Unique people – unique beds, the CEO smiles.

Wonderland is currently present in Northern European markets looking for opportunities in further markets. jon.daniel.nesje@wonderland.no, (p) +47 415 37 110

SPONSORS:

JØTUL develop and manufacture fireplaces, and are a sponsor of the joint booth. Where else could this source of heating find its best environment for making than in the cold north? They launch during the Milano design week the successor to the best seller and worlds most awarded design wood stove.

Last year the Jøtul F 305 was awarded "Best of the Best" by Red Dot and got the Norwegian Design Award. The next generation is now ready. – We have high expectations to Jøtul F 370 Advance, says VP Brands Marius Torjusen, Jøtul. marius.torjusen@jotul.no, (p) +47 901 46 759

NORTHERN LIGHTING, sponsoring insidenorway booth, is a company that has added a fresh and playful style to the business – calling themselves MOODMAKERS, represents the Norwegian lighting sector! The collection of luminous objects is born in a creative hub where young up-and-coming talents team up with well-known designers. ove@northern-lighting.no, (p) +47 911 08 835

Exhibitors:

VESTRE is manufacturing innovative outdoor furniture for urban environments. The company expresses the company's strong commitment in developing a sustainable culture. The Norwegian climate and harsh outdoor conditions provides the best area to produce high quality furniture for outside purposes - all year use.

Jan.Christian@vestre.com, (P) +47 415 45 805

AKSEL HANSSON is a highly specialized supplier of traditional chairs made according to "ancient" specifications. Anyone need a classic chair for the dining room or kitchen table – this is it.

lise-h@aksel.no, (p) +47 900 38 187

HARDANGER Bestikk is Norways most important manufacturer of cutlery. Beautiful steel tools for dining is made at the shore of the great Hardanger-fjord. They are the market leader also in Sweden as well as at home, and exports to a lot of markets. Many products have won design awards.

abg@hardanger-bestikk.no, (p) +47 906 46 473

MASCOT HØIE is a strong brand in the Scandinavian market of bed linen and down duvets. The 25 Mill € turnover from the factory in Norway is sold to several markets in Europe. Many products have won design awards.

Geir.Rogstad@hoie.no, (p) +47 916 34 265

FJORDFIESTA is a strong believer in the Scandinavian design heritage, adding some bold Norwegian flavor. The company was started on manufacturing the design ikon Scandia chairs and is currently expanding the collection with other classics from this legacy.

paal@fjordfiesta.com, (p) +47 917 24 440

L.K. HJELLE is the classic upholstery company taking on an important task of renewing the Norwegian contemporary design. An important player on the Norwegian design scene for 70 year's – playing a particularly important part on the vibrant Norwegian design scene the last fifteen years!

dag@hjelle.no, (p)+47 926 15 333

VAD – the name is both the owner's family name and short for Value Added Design. The company manufacture a broad selection of upholstery furniture for private homes and offices.

hakon@vad.no, (p) +47 901 02 709

GUDBRANDSDALENS

ULDVEVERI (GU) was established in 1887 in Lillehammer, Norway. Today, one of Europe's leading manufacturers of upholstery fabrics. The companies design are presented in standard collections and custom made upholstery fabrics for the customers.

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