

The Swedish Virtual Exhibition © Photo: Cielo Alejandra | ADORNO

“Maximalist 180°” - *A collection with a new edge to Swedish design*

PRESS RELEASE

The Swedish Collection
London, UK
London Design Festival
18-26 September 2021

Adorno is pleased to announce the Swedish collection, “Maximalist 180°”, as a part of Adorno London 2021. Virtually presented in a concrete skatepark surrounded by a field of flowers, “Maximalist 180°” showcases the balance between refined and rustic, executed through new and innovative crafts techniques. Curated by design expert Stephen Markos, these eleven designers demonstrate the new, maximalist-leaning wave of Swedish design, blending traditional handicrafts with new techniques and materials.

Keeping with the theme of Adorno London 2021, “Designing Futures”, the Swedish collection focuses on designers who are ushering in a shift in Sweden’s design philosophy. Shedding the country’s history of minimalism, designers Andrea Santivanez, Elias Båth, Gustav Winsth, Jonatan Nilsson, Josefin Zachrisson, Julia Olanders, LAB LA BLA, Oscar Wall, Lisa Hartwig Ericson, Maria Bang Espersen, and Sofie Wallenius are moving into the realm of maximalism.

Supported by:



Besides the virtual exhibition from 18-26 September, a selection of pieces from the collection will be exhibited at Gallery 4, Dray Walk, Shoreditch.

www.adorno.design
press@adorno.design

CURATORIAL STATEMENT

Swedish Design, and more broadly Scandinavian Design, has historically been known for its minimalism. Think of Gunnar Nylund's highly polished ceramics with their simple forms, Greta Magnusson-Grossman's delicate metal lamps, or Axel Einar Hjorth's naked wooden chairs and tables. The new wave of Swedish designers, taking cues from larger trends in Europe and abroad, have nurtured their own brand of maximalism. Blending the country's traditional *hantverk* (or, handicrafts) — such as glass blowing, textile development, and woodwork — with new techniques and materials, the eleven designers presented in “Maximalist 180°” demonstrate the wide variety of furniture and decorative objects coming out of Sweden now.

MEET THE CURATOR STEPHEN MARKOS

Stephen Markos is a New York-based collector, curator, and the founder of Superhouse, a digital platform and nomadic gallery specializing in art furniture and design. Markos began his career by launching the world's first fine art online auction house with Artnet and has held positions at The Museum of Modern Art New York, Christie's, and Adorno. Through Superhouse, Markos works to bridge art, design, and technology by providing online programming including daily content, special events, and designer interviews with the likes of Gaetano Pesce and Lapo Binazzi. His recent curated shows include *Super Group*, which highlighted work by 50+ global contemporary creatives and *Different Tendencies*, which focused on historically important works from the Radical Period of Italian design in a widely-recognized 3D experience.

In Summer 2021, Markos unveiled the first design video game, in the exhibition *Memory Foam*, comprising a series of sculptural chairs by design duo OrtaMiklos. In Fall 2021, Superhouse will open the Superhouse Vitrine, a 10x10-foot exhibition space in New York's Lower East Side.

Markos' interest in maximalist design has seen him work with designers from around the world. His previous exhibitions have included work from designers based in the US, France, and Germany. With his collection for Adorno London, he expands his research into the Swedish design scene, bringing his well-trained eye to a field full of emerging and established talent.

VISITOR INFORMATION



Physical Exhibition

A selection of pieces from the collection will be exhibited at Gallery 4, Dray Walk.

At The Truman Brewery (Shoreditch Design Triangle)
Gallery 4, Dray Walk
off Brick Lane, London, E1 6QL

Dates: 22-26 September 2021
Opening Hours: 10am - 6pm

Press Preview: Tuesday 21 September, 2-5pm, Guided tour 3:30-4pm

[Register to visit](#)



Virtual Exhibition

Presented in a concrete skatepark surrounded by a field of flowers, "Maximalist 180°" showcases the balance between refined and rustic, executed through new and innovative crafts techniques. The ten selected designers demonstrate the new, maximalist-leaning wave of Swedish design, blending traditional handicrafts with new techniques and materials.

Visit the virtual exhibition
18-26 September at
www.adorno.london

PARTICIPANTS

Andrea Santivanez

Elias Båth

Gustav Winsth

Jonatan Nilsson

Josefin Zachrisson & Mira Bergh

Julia Olanders

LAB LA BLA

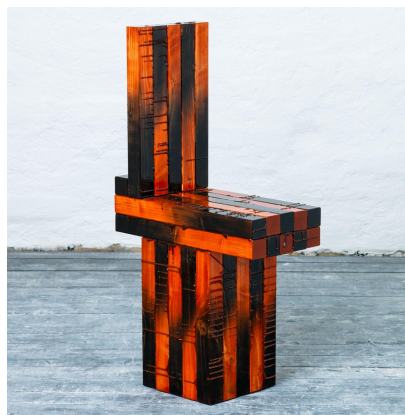
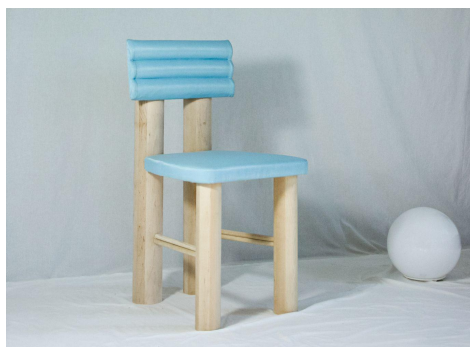
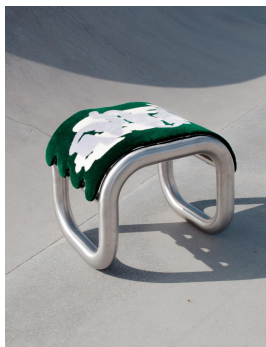
Lisa Hartwig Ericson

Maria Bang Espersen

Oscar Wall

Sofie Wallenius

THE COLLECTION [Download High-res images](#)



Left: Andrea Santivanez "Fringefloss", **Mid, L:** Lisa Ericson "Blob" Lamp, **Mid, R:** Sofie Wallenius "Frame Shaming Chair" **Right:** Elias Båth "Dead Ground"

Left: Gustav Winsth, "DIO", **Mid:** LAB LA BLA, "BBQ Chair", **Right:** Maria Bang Espersen, "No Mirror"

Left: Jonatan Nilsson, "Shifting Shape" Vase **Mid, L:** Julia Olanders, TBD, **Mid, R:** Josefin Zachrisson & Mira Bergh, "Seats System" **Right:** Oscar Wall, "Tuff Chair"

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NOTES FOR EDITORS

Title	Adorno London 2021: <i>Designing Futures</i>
Dates	18-26 September 2021
Virtual Exhibition	www.adorno.london
Participating Countries	Austria, Belgium, Estonia, Latvia, Lithuania, Netherlands, Norway, Sweden
	Gallery 4, Dray Walk off Brick Lane, London, E1 6QL
Physical Exhibition (Sweden)	22-26 September Opening Hours: 10am - 6pm <i>Press preview: Tuesday 21, 2 - 5pm</i> <i>VIP Cocktail Preview 5.30 - 9pm (Invite only)</i>
Images	Courtesy of the designers & photographers
Press Kit	Link
Press Contact	David Gorrod, press@adorno.design

ABOUT ADORNO

Adorno is a digital gallery for the best of collectible design and craft from around the globe. Selected by a network of on-the-ground curators from more than 30 design cities, Adorno's collections provide a unique insight into the world's diverse creative communities – and celebrate the work of the designers shaping them.

Each collection showcases only unique or limited-edition contemporary works, spanning the fields of furniture, textiles, ceramics, sculpture, and design-art. The curatorial approach varies from collection to collection – just as design culture varies from community to community – but every object featured is contemporary in style, experimental in approach, and exceptional in material quality.

The designers featured include both established names and emerging talents at the cusp of their careers, ensuring each collection is a snapshot of the people, techniques, styles, and thinking that define the modern making culture of each region. With each collection launch, Adorno adds a new chapter to the global design story.

In its essence, the infrastructure of Adorno includes the e-commerce platform (www.adorno.design), an international legal setup, and a global cost-efficient shipping solution that enables autonomous collaboration between curators and designers to promote their work and transact with a growing segment of international buyers. Besides running the online platform, Adorno exhibits at major design events worldwide.